

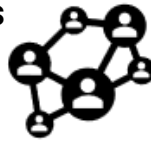
United Way of the Piedmont 211 Traffic Overview



Total Calls
8,393
21%*



Total Referrals
25,640
68%*



Total Texts
1,419



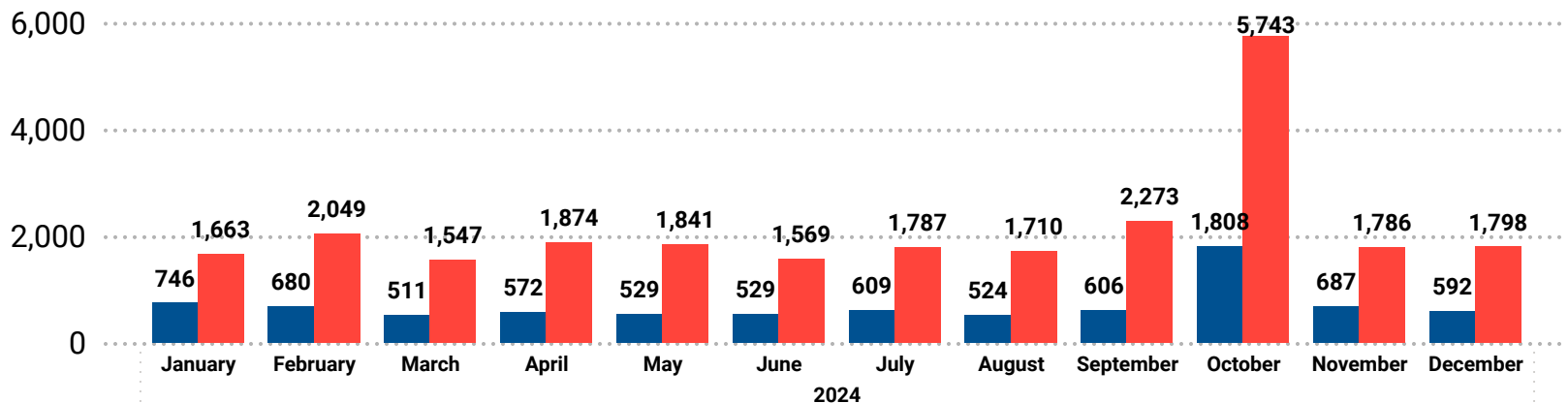
Website Visits
11,510

Total Contacts: 21,322

Calls and Referrals by Month

Jan-Dec 2024

● Calls ● Referrals

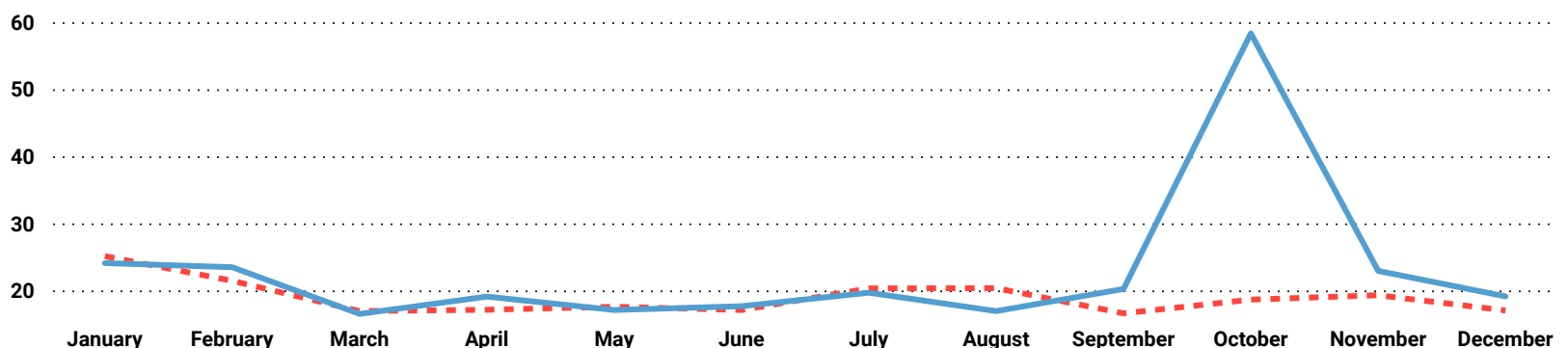


In 2024, calls to 211 generally followed seasonal patterns. Calls fluctuated in the Spring and rose in the Summer. There was an enormous spike in calls during October due to Hurricane Helene. **Calls were up 21%** compared to 2023. Call volume in 2024 was similar to 2023 until the large spike in October. Referrals increased significantly, partly because referrals were provided per service rather than per organization. This allows for a more accurate record of referred programs and services than the previous method.

Average Daily Calls

Jan-Dec 2023 v. Jan-Dec 2024

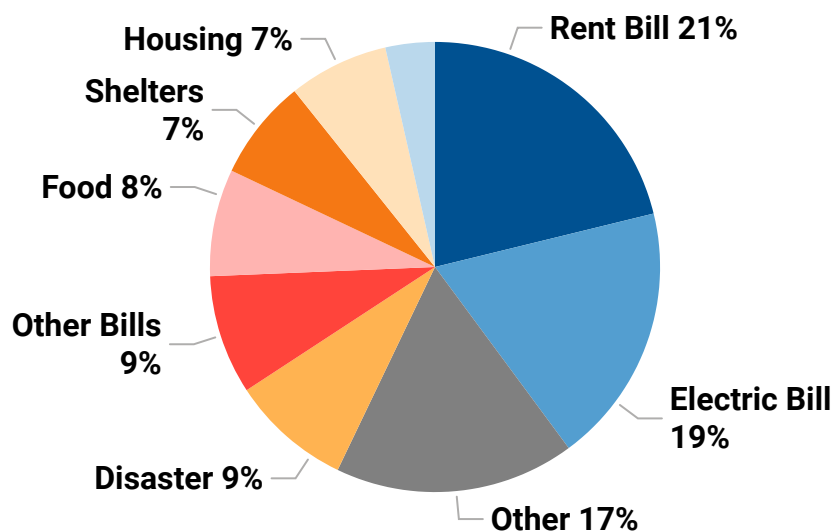
--- Average calls per Day in 2023 — Calls in 2024 average per Day



United Way of the Piedmont Needs Breakdown

Needs Breakdown

Based on Calls, Jan-Dec 2024



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	2,085	8%	2,615	-15%
Electric Bill	1,840	0%	6,608	15%
Disaster	853	4165%	2,435	8596%
Other Bills	843	55%	1,523	55%
Food	757	159%	3,839	335%
Shelters	712	19%	2,409	128%
Housing	707	11%	2,049	80%
Eviction Prevention	349	26%	355	25%

***See below for further information

Electric and Rent Assistance continued to be the top requested needs in 2024 and constituted 40% of all calls. Calls were similar to the previous year, with Rent Assistance seeing a small increase. Other housing related needs such as Shelters, Affordable Housing, Eviction Prevention, and Other Bills saw notable increases from 2023. Calls for Disaster needs were the third highest need for the Piedmont as a result of Hurricane Helene. Calls for food assistance often accompany requests for disaster needs, contributing to the over double number of calls from 2023.

Breakdown of Other Needs

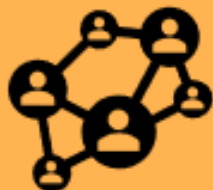
Based on Calls, Jan-Dec 2024

Included in the "Other" category are additional needs presented by 211 callers that fall outside the top categories listed above. Below is a breakdown of the next most frequently requested needs. Calls for Home Rehabilitation, Transportation, Benefits Assistance, Senior & Disability Needs, and VITA Programs consist of the majority of "Other" needs.

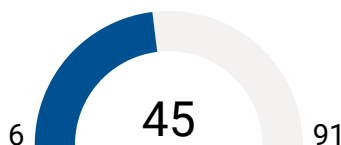
Benefits	235
Home Rehab.	233
VITA	217
Transportation	200
Senior/Disability	155
Health Care	119
Clothing	77
Household	76
Housing Counseling	76
Legal Aid	74

*Compared to previous year's calls, same period

United Way of the Piedmont 211 Demographics



Average Age



Caller Type	Calls	%*
Self	8,063	96.07%
Friend/Relative	268	3.19%
Community	53	0.63%
Agency/Organization		
Business	6	0.07%
Church	3	0.04%

Income Brackets	Calls	%*
No Income	453	29.40%
\$1-\$14,999	423	27.45%
\$15,000-\$24,999	310	20.12%
\$25,000-\$34,999	193	12.52%
\$35,000-\$49,999	117	7.59%
\$50,000-\$74,999	32	2.08%
\$75,000-\$99,999	6	0.39%
\$100,000-\$149,999	4	0.26%
\$150,000-\$199,999	3	0.19%

Education Level	Calls	%*
GED/High School	660	49.3%
Some college	312	23.3%
Less than GED/High School	208	15.5%
Associate's degree	87	6.5%
Bachelor's degree or higher	71	5.3%

Public Assistance	Calls	%*
No Assistance	1,021	57.8%
Has Assistance	745	42.2%
SNAP	348	19.7%
Multiple	194	11.0%
Other	168	9.5%
Not Collected	22	1.2%
Section 8	8	0.5%
WIC	5	0.3%

Gender	Calls	%*
Female	1,354	77.73%
Male	387	22.22%
Not Listed	1	0.06%

Race-Ethnicity	Calls	%*
Two or More Races	3,957	71.17%
Black/African American	1,035	18.62%
White	490	8.81%
Hispanic or Latino	60	1.08%
Race/Ethnicity Not Listed	10	0.18%
American Indian or Alaskan Native	5	0.09%
Asian	3	0.05%

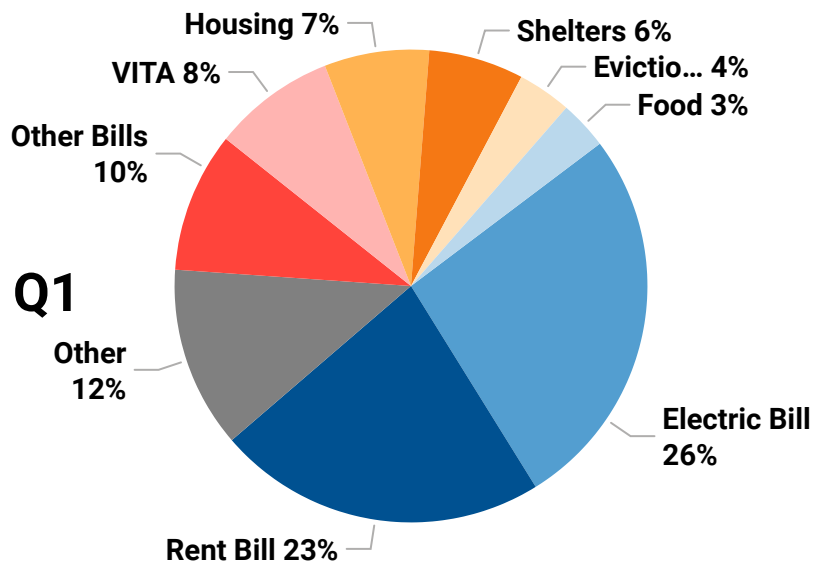
Household Composition	Calls	%*
Single Female with Children	498	30.9%
Single Female	489	30.3%
Single Male	211	13.1%
Couple with children	173	10.7%
Couple without children	145	9.0%
Grandparent with children	51	3.2%
Single Male with Children	47	2.9%

Employment Status	Calls	%*
Employed	585	36.6%
Full-time	418	26.2%
Part-time	167	10.5%
Unemployed	520	32.6%
Disabled	343	21.5%
Retired	115	7.2%
Self-Employed	34	2.1%

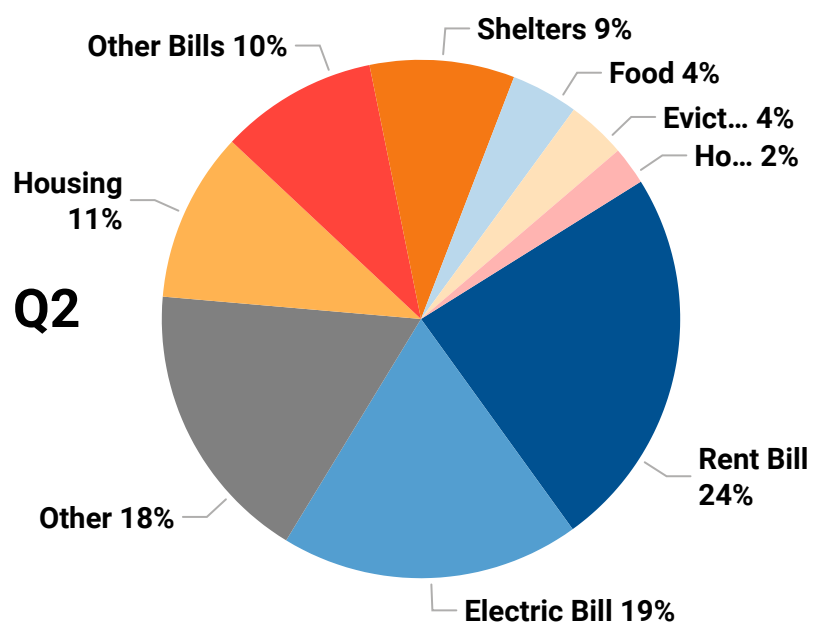
Veteran Status	Calls	%*
No	1,639	97.39%
Yes - Veteran	42	2.50%
Yes - Active Duty	1	0.06%
Yes - Retired	1	0.06%

Health Insurance	Calls	%*
Yes	1,035	70.0%
No	444	30.0%

United Way of the Piedmont Quarterly Top Needs Overview



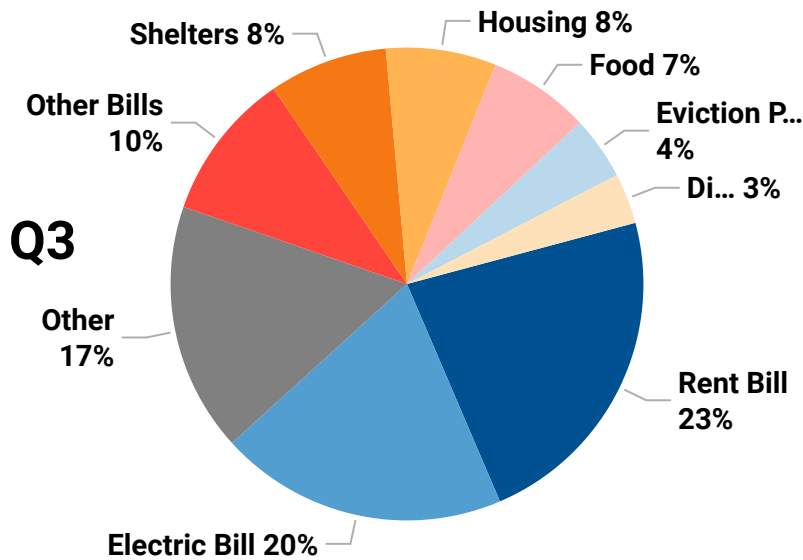
Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Electric Bill	590	4%	2,010	12%
Rent Bill	503	21%	642	-16%
Other Bills	214	31%	390	27%
VITA	187	7%	192	25%
Housing	160	3%	426	39%
Shelters	145	12%	358	70%
Eviction Prevention	82	21%	116	78%
Food	74	4%	392	84%



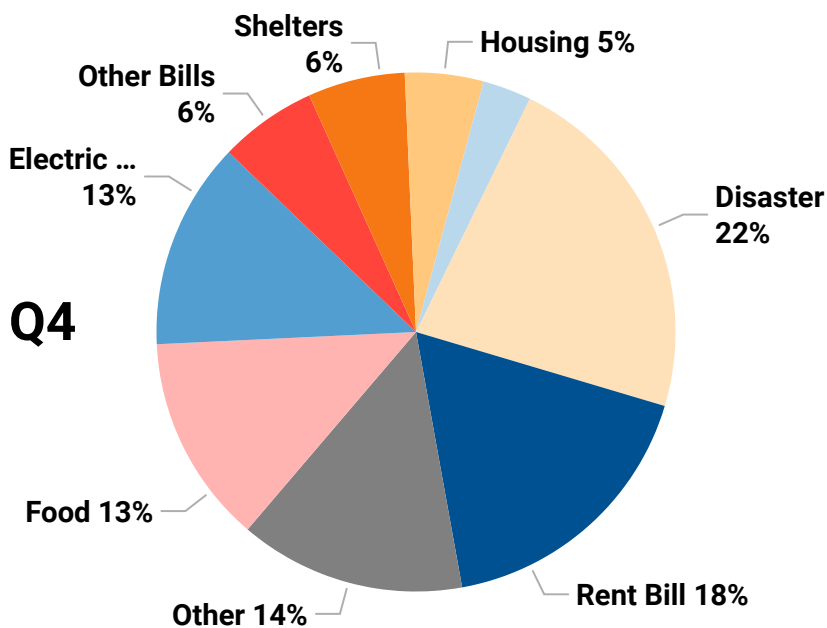
Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	485	3%	608	-27%
Electric Bill	378	-3%	1,387	18%
Housing	215	30%	728	176%
Other Bills	199	99%	310	57%
Shelters	183	26%	651	189%
Food	85	37%	462	202%
Eviction Prevention	75	23%	77	17%
Home Rehab.	48	23%	105	36%

*Compared to previous year's calls, same time period

United Way of the Piedmont Quarterly Top Needs Overview



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	494	-10%	587	-27%
Electric Bill	428	-6%	1,591	15%
Other Bills	221	59%	410	96%
Shelters	176	-5%	776	141%
Housing	164	-4%	434	43%
Food	151	107%	726	249%
Eviction Prevention	94	15%	79	-7%
Disaster	75	3650%	272	13500%



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Disaster	769	8444%	2,135	13244%
Rent Bill	603	21%	778	14%
Food	447	420%	2,259	631%
Electric Bill	444	5%	1,620	15%
Other Bills	209	48%	413	53%
Shelters	208	50%	624	107%
Housing	168	17%	461	73%
Benefits	104	333%	114	256%

*Compared to previous year's calls, same time period

United Way of the Piedmont Overdue Bill Amount Overview

Callers requesting Rent, Mortgage, Utility, or other forms of financial assistance may opt in to tell 211 the dollar amount they are overdue on payments. Average overdue bills fluctuated throughout the year. Overall bill averages were highest in Q2, though total calls were highest in Q1. Many financial assistance programs offer services once per year which may contribute to the amount of calls seen at the beginning of the year. The total overdue bill amount for 2024 was up by over a third of the total from 2023, though averages for most overdue bills decreased.

Quarter 1

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	590	216	\$2,363	\$510,318
Gas Service Payment Assistance	50	13	\$679	\$8,828
Mortgage Payment Assistance	42	15	\$2,360	\$35,400
Rent Payment Assistance	503	163	\$1,753	\$285,817
Water Service Payment Assistance	51	20	\$607	\$12,132
Total	1,083	381	\$2,238	\$852,495

Quarter 2

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	377	159	\$3,991	\$634,519
Gas Service Payment Assistance	28	15	\$873	\$13,096
Rent Payment Assistance	485	206	\$1,826	\$376,161
Rental Deposit Assistance	59	25	\$1,304	\$32,596
Water Service Payment Assistance	45	18	\$864	\$15,545
Total	856	363	\$2,953	\$1,071,917

Quarter 3

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	428	203	\$2,403	\$487,732
Mortgage Payment Assistance	43	9	\$1,897	\$17,072
Rent Payment Assistance	494	219	\$1,762	\$385,796
Rental Deposit Assistance	41	11	\$1,184	\$13,021
Water Service Payment Assistance	53	29	\$494	\$14,321
Total	912	399	\$2,301	\$917,942

Quarter 4

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Rent Payment Assistance	603	245	\$1,872	\$458,637
Electric Service Payment Assistance	443	187	\$2,333	\$436,202
Water Service Payment Assistance	68	32	\$471	\$15,085
Mortgage Payment Assistance	46	10	\$1,138	\$11,379
Gas Service Payment Assistance	27	11	\$1,201	\$13,211
Total	1,039	425	\$2,199	\$934,514

2024 Total Amount

Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Rent Payment Assistance	2,085	833	\$1,808	\$1,506,411
Electric Service Payment Assistance	1,838	765	\$2,704	\$2,068,771
Water Service Payment Assistance	217	99	\$577	\$57,083
Mortgage Payment Assistance	173	45	\$1,839	\$82,736
Rental Deposit Assistance	158	54	\$1,167	\$63,027
Gas Service Payment Assistance	122	44	\$920	\$40,485
Heating Fuel Payment Assistance	35	5	\$632	\$3,162
Internet Service Payment Assistance	15	1	\$250	\$250
Automobile Payment Assistance	10	3	\$534	\$1,601
Rental Application Fee Payment Assistance	3	2	\$365	\$730
Total	3,993	1,582	\$2,417	\$3,824,256

2023 Total Amount

Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Bill Payment Plan Negotiation Assistance	2	1	\$1,580	\$1,580
Electric Service Payment Assistance	1,833	488	\$3,092	\$1,508,688
Gas Service Payment Assistance	128	34	\$545	\$18,536
Heating Fuel Payment Assistance	20	1	\$160	\$160
Internet Service Payment Assistance	5	2	\$235	\$470
Mortgage Payment Assistance	125	35	\$2,250	\$78,758
Rent Payment Assistance	1,936	514	\$2,357	\$1,211,418
Rental Deposit Assistance	142	20	\$1,079	\$21,583
Utility Deposit Assistance	21	2	\$470	\$940
Water Service Payment Assistance	151	45	\$565	\$25,437
Total	3,910	1,000	\$2,868	\$2,867,571

United Way of the Piedmont 211 Top Needs by County



County	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Spartanburg	7,221	19%	22,563	65%
Cherokee	749	21%	2,131	80%
Union	423	59%	946	125%
Total	8,393	21%	25,640	68%

County	Cherokee		Spartanburg		Union	
Top Needs	Calls	%*	Calls	%*	Calls	%*
Rent Bill	162	-3%	1,874	9%	49	14%
Electric Bill	134	-15%	1,625	0%	81	40%
Disaster	89	2125%	694	4527%	70	6900%
Other Bills	67	0%	739	64%	37	48%
Food	89	154%	607	156%	61	205%
Shelters	90	58%	588	14%	34	36%
Housing	65	71%	621	7%	21	5%
Eviction Prevention	35	46%	310	26%	4	-43%
Benefits	23	109%	198	118%	14	100%
Home Rehab.	22	69%	197	66%	14	-22%
VITA	23	15%	172	-2%	22	47%
Transportation	19	-21%	167	28%	14	27%
Senior/Disability	14	8%	132	63%	9	-18%
Health Care	11	-21%	100	-9%	8	0%
Clothing	12	100%	60	76%	5	150%
Household	6	0%	67	10%	3	0%
Housing Counseling	9	350%	67	235%	0	-100%
Legal Aid	3	-87%	68	-69%	3	0%
Baby	8	700%	49	81%	6	200%
Employment	6	*****	42	50%	3	50%
Mental Health	4	-20%	38	-7%	0	-100%
Weather Shelters	4	100%	35	775%	1	*****
Holiday Programs	3	200%	32	10%	0	-100%
Accessible Home Construction	2	*****	23	188%	4	*****
Air Conditioners	4	100%	23	188%	1	0%
Administrative Entities	6	50%	20	186%	1	-67%
Hygiene	3	*****	17	42%	3	*****
Substance Abuse	2	100%	19	0%	1	-50%
Weatherization	3	200%	14	180%	3	50%
Appliances	1	0%	17	55%	1	0%
Other Tax Help	2	100%	14	17%	2	100%
Case/Care Management	4	100%	12	71%	0	-100%
211 Systems	3	0%	11	10%	1	-50%
Heaters	1	0%	12	500%	0	-100%
School Supplies	0	*****	10	67%	2	*****
Specialized Information and Referral	1	-50%	11	450%	0	*****
Tax Appeals/Audit Assistance	1	*****	10	*****	0	*****
Thrift Shops	1	*****	9	350%	1	*****
Directory Assistance	2	0%	7	17%	1	*****
Child Care	0	*****	7	0%	1	*****
Animal Shelters	1	-50%	6	200%	0	*****
Ex-Offender	2	*****	5	25%	0	-100%
Fans	0	-100%	6	100%	1	*****
Advocacy	0	*****	6	-50%	0	*****
Water Service Connection/Repair	0	*****	6	*****	0	*****

*Compared to previous year's calls, same time frame

****No data from previous year for comparison

United Way of the Piedmont 211 Community Impact Needs

Community Impact Top Needs	Calls
Housing	3,442
Rent Payment Assistance	2,085
Community Shelters	459
Low Income/Subsidized Private Rental Housing	377
Transitional Housing/Shelter	335
Home Rehabilitation Programs	233
Public Housing	220
Homeless Motel Vouchers	209
Mortgage Payment Assistance	173
Rental Deposit Assistance	158
Housing Related Coordinated Entry	144
Landlord/Tenant Assistance	140
Housing Search and Information	126
Eviction Prevention Assistance	119
Homelessness Prevention Programs	117
Homeless Permanent Supportive Housing	102
Subsidized Home Acquisition	97
Section 8 Housing Choice Vouchers	95
Senior Housing Information and Referral	90
Rapid Re-Housing Programs	85
Housing Counseling	76
Low Income/Subsidized Rental Housing	69
Emergency Shelter	53
Homeless Shelter	46
Domestic Violence Shelters	32
Accessible Home Construction	29
Family Crisis Shelters	29
Homeless Drop In Centers	28
Day Shelters	27
Home Purchase/Mortgage Refinance Loans	22
Independent Living Communities/Complexes	22
Landlord/Tenant Dispute Resolution	20
Weatherization Programs	20
Youth Shelters	19
Utility Assistance	2,063
Electric Service Payment Assistance	1,840
Water Service Payment Assistance	217
Electric Bill Payment Plan Negotiation Assistance	161
Gas Service Payment Assistance	122
Heating Fuel Payment Assistance	35
Water Bill Payment Plan Negotiation Assistance	34
Utility Deposit Assistance	27
Disaster Services	870
Post Disaster Food Services	320
Disaster Relief/Recovery Organizations	224
Post Disaster Cleanup	207
Post Disaster Housing Assistance	72
Disaster Related Shelter Services	63
Disaster Related Cash Grants	57
Disaster Food Stamps	56
Extreme Weather Shelters	39
County Offices of Emergency Services	31
Federal Emergency Management Agency Offices	29
Community Storm Shelters	22

Community Impact Top Needs	Calls
Food/Meals	843
Food Pantries	716
Food Stamps/SNAP	85
Soup Kitchens	83
Home Delivered Meals	44
Food Banks/Food Distribution Warehouses	28
Food Vouchers	27
Formula/Baby Food	26
Income Support/Assistance	319
VITA Program Sites	198
Undesignated Temporary Financial Assistance	85
Tax Preparation Appointment Scheduling Hotlines	32
Child Care Expense Assistance	20
Individual, Family and Community Support	217
Benefits Screening	137
Holiday Programs	35
In Home Assistance	26
Senior Centers	20
Clothing/Personal/Household Needs	216
General Clothing Provision	69
Furniture	61
Diapers	55
General Furniture Provision	34
Air Conditioners	28
Appliances	19
Transportation	177
Bus Fare	60
Gas Money	46
Indigent Transportation	38
Non-Emergency Medical Transportation	34
Senior Ride Programs	34
Long Distance Transportation	32
Ride App Services	25
Local Automobile Transportation	19
Health Care	76
Prescription Expense Assistance	33
Medical Care Expense Assistance	31
Medical Equipment/Supplies	19
Legal, Consumer and Public Safety Services	74
General Legal Aid	74
Employment	38
Job Finding Assistance	38
Other Government/Economic Services	27
Administrative Entities	27

United Way of the Piedmont 211 Website Statistics Overview

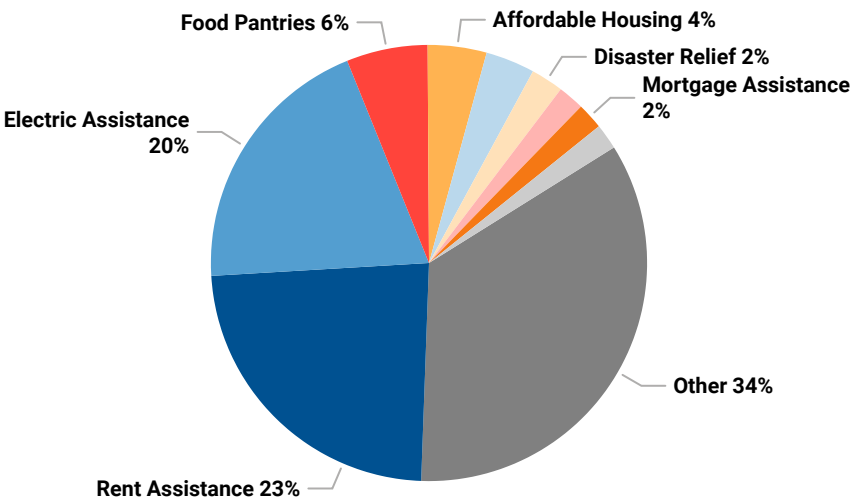
In November of 2023, 211 launched a new website. This website allows for further insight into user interactions with 211. Website traffic constitutes over double the call volume to 211 and, as illustrated below, attracts users with different needs. While Rent and Electric Assistance remain in the top highest needs, Internet Assistance often ranks high for website users. A full list of guided search results can be found on the next page, as well as summary of top keyword searches.



Total Website Visits
11,510

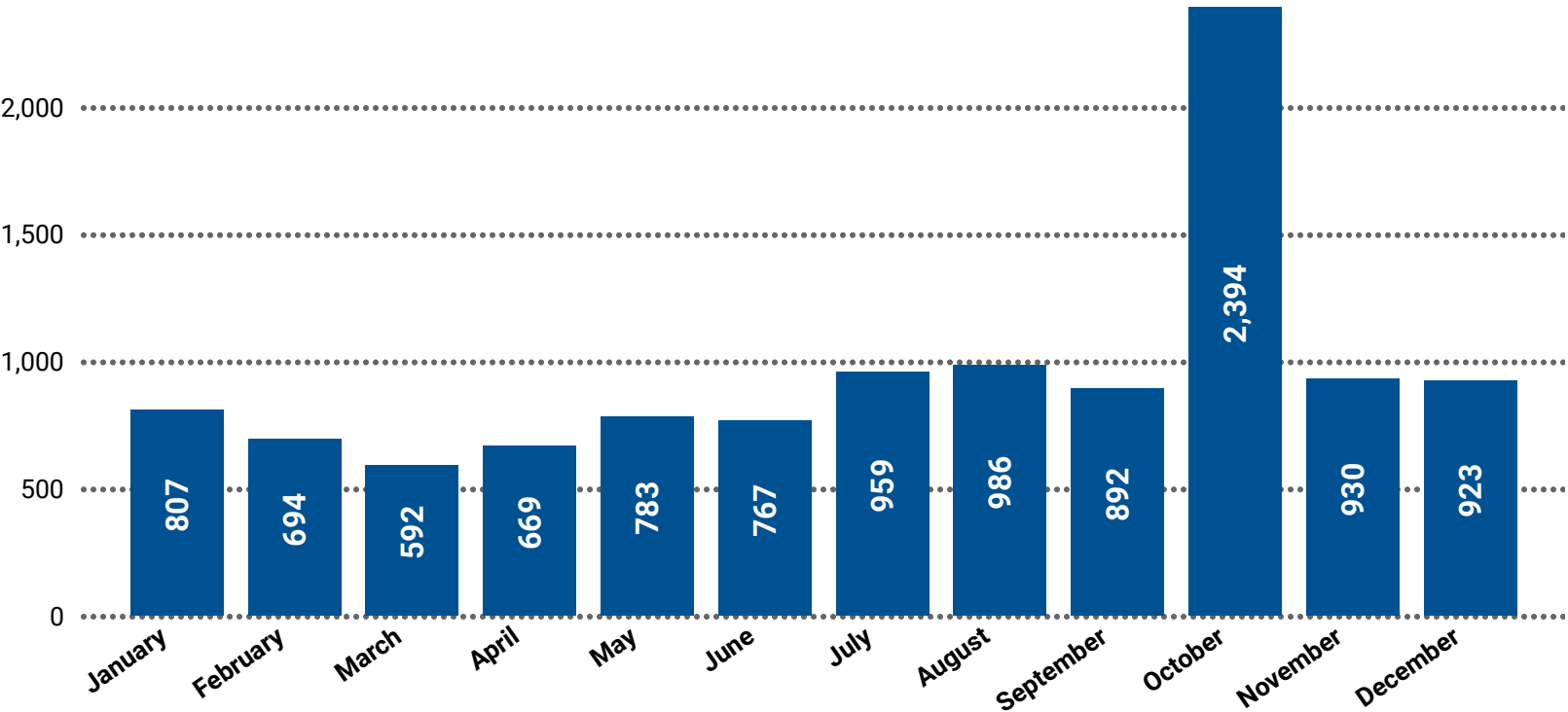
Total Guided Result Searches
10,432

Total Keyword Searches
1,386



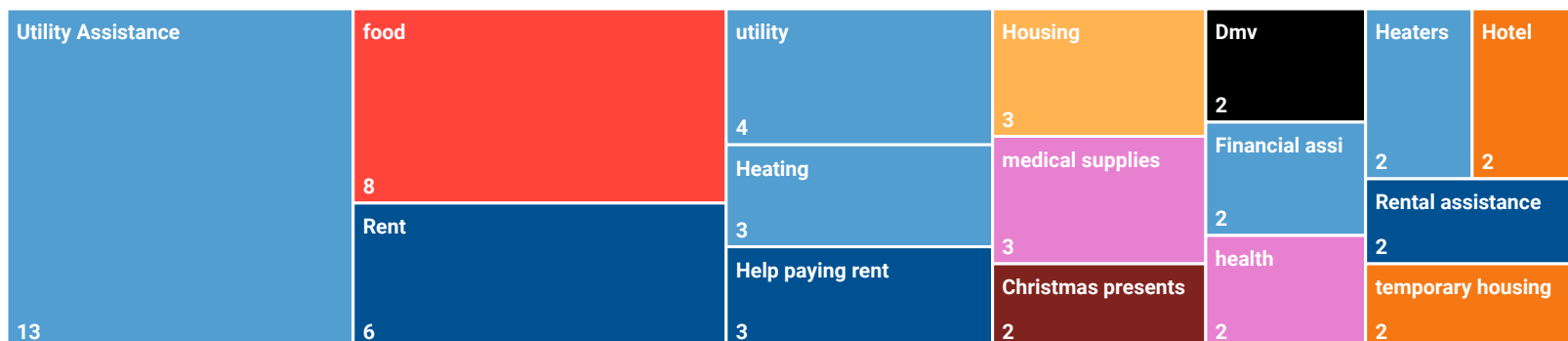
Top Guided Search Results	
Top Needs	Website Hits
Rent Assistance	2,961
Electric Assistance	2,499
Food Pantries	759
Affordable Housing	550
Home Rehabilitation & Accessibility	460
Disaster Relief	305
Food Banks	245
Mortgage Assistance	245
Eviction Prevention	239

Total Website Hits by Month



United Way of the Piedmont 211 Website Search Statistics

Top Keyword Searches



Top Guided Search Results

Guided Result Categories	Website Hits	Guided Result Categories	Website Hits	Guided Result Categories	Website Hits
Rent Assistance	2,961	Eviction Prevention Legal Assistance	43	Detoxification	14
Electric Assistance	2,499	Job Training	43	Long Distance Transportation	14
Food Pantries	759	Medical and Prescription Expense Assistance	43	Respite Care and Support Groups	14
Affordable Housing	550	Unemployment	39	Holiday Assistance	13
Home Rehabilitation & Accessibility	460	Family Law	38	Family & Youth Shelters	12
Disaster Relief	305	SNAP	38	LGBTQ Community Centers	11
Food Banks	245	Free Clinics	37	Phone Assistance	11
Mortgage Assistance	245	Women's Health and Family Planning	37	Social Security	11
Eviction Prevention	239	General Legal Assistance	36	Temporary Financial Assistance	11
Disaster Clean Up	209	Rehabilitation and Substance Abuse Services	35	Medical & Prescription Expense Assistance	10
Shelter	208	Weatherization	35	Crime and Victim Services	9
Transitional Housing	198	Senior Housing	34	Disaster Preparedness	9
Food Assistance (SNAP, WIC, TANF, etc.)	166	Ex-Offender Re-entry Programs	31	Discrimination Legal Assistance	9
Water & Sewer Assistance	146	Home Delivered Meals	29	SCEMD	9
Gas Assistance	126	Home Accessibility and Ramp Construction	28	Domestic Crisis Hotlines	8
Internet Assistance	111	Veteran Assistance Programs	28	Senior Centers	8
Children Clothing & Diapers	106	Childcare Voucher	27	Assistive Technology	7
Disaster Recovery	102	GED & Adult Education	27	Autism	7
Tax Assistance	93	Senior Ride Programs	25	Disaster Legal Services	7
Power Outage	90	Senior Services and Legal Aid	25	LGBTQ Support Groups	7
Job Search	87	Special Diet and Nutritional Foods	25	Sexual & Physical Abuse Counseling and Resources	7
Transportation Financial Assistance	83	Local Transportation	24	Sexual Health	7
Personal Care Needs	76	Disaster Shelter	22	Transgender Services	7
Food for Babies and Children	75	Benefits Screening	20	Hygiene	6
Clothing	73	Soup Kitchen	19	Adult Day Programs	5
Furniture and Household Supplies	70	Transportation Information	19	Counseling & Mental Health Services	5
Dental and Vision Care	69	Maternity Needs	18	Disaster Hotlines	5
Food for Seniors	67	Medicaid & Medicare	18	Immigration Legal Assistance	5
Federal Emergency Management Agency (FEMA)	58	Medical Transportation	18	Social Security and Medicare	5
Furniture & Household Supplies	53	Mental Health Hotlines	18	Head Start & Child Care Providers	4
Disability Services	49	Identification Documentation	17	Hospice Care	4
Other Transportation Needs	48	Transportation to Medical Appointments	17	Sexual Health and Safe Sex Resources	4
Counseling and Mental Health Services	46	TANF	16	Suicide Prevention	4
Employment Transportation	44	Crisis Shelters	15	Youth Hotlines	4
		Mental Health Evaluations	15		

United Way of the Piedmont 211 Top Providers by Categories



Top Housing Providers

Referrals

Salvation Army of Spartanburg, The	1,317
Piedmont Community Actions	691
Miracle Hill Ministries	528
Spartanburg Housing	527
Homes of Hope	387
Upstate Continuum of Care	370

Top Utility Providers

Referrals

TOTAL Ministries	1,697
Salvation Army of Spartanburg, The	1,643
Greater Spartanburg Ministries	1,478
GLEAMNS	1,424
Upstate Family Resource Center	379
PEACHCenter Ministries	141



Top Food Providers

Referrals

Salvation Army of Spartanburg, The	425
Greater Spartanburg Ministries	402
Bethlehem Center	386
Bridge at Green Street	383
Mount Moriah Baptist Church Food Pantry Spartanburg	370
Jesus Our Risen Savior Food Pantry	304



Top Legal Providers

Referrals

South Carolina Legal Services	221
South Carolina Bar	145
Housing Discrimination Hotline	22
Able South Carolina	6
South Carolina Department of Social Services	6
South Carolina Department of Disabilities and Special Needs	5

United Way of the Piedmont 211 Top Providers



Referral Organization	Referrals
Salvation Army of Spartanburg, The	3,684
TOTAL Ministries	2,029
Greater Spartanburg Ministries	2,009
GLEAMNS	1,482
Piedmont Community Actions	701
Miracle Hill Ministries	528
Spartanburg Housing	527
Upstate Family Resource Center	506
Bridge at Green Street	432
Bethlehem Center	404
Mount Moriah Baptist Church Food Pantry Spartanburg	402
Iron City Ministries, Inc.	390
Homes of Hope	387
Upstate Continuum of Care	380
South Carolina Regional Housing Authority No 1	361
South Carolina Emergency Management Division	351
American Red Cross of the Upstate South Carolina	340
Spartanburg School District	329
Dream Center of Pickens County, The	310
Jesus Our Risen Savior Food Pantry	304
United Way of the Piedmont	285
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