

2-1-1 Database Development Policy
United Way for Southeastern Michigan
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I. Mission and Purpose

United Way 2-1-1 strives to be a partner in empowering the community to explore opportunities that lead to healthier lives.

The primary function of United Way 2-1-1 is to collect, organize and disseminate useful and accurate information about community resources, and in so doing help community members to improve their lives in lasting and measurable ways.

II. Geographic Criteria

An agency must be located within or provide service to residents of Macomb, Monroe, Oakland, Washtenaw or Wayne counties.

Agencies located outside this geographic area may be considered for inclusion on a case-by-case basis.

III. Agency Type

Agencies appropriate for inclusion in the 2-1-1 database include:

1. Government Entities
 - a. Local
 - b. State
 - c. Federal
 - d. Special district
2. Private Nonprofit Organizations
 - a. 501(c)3 organizations
 - b. Religious institutions which offer a human service available to the general public
 - c. Professional associations which offer a free or low-cost service to the general public
 - d. Labor organizations providing human services to their members
 - e. Clubs organized for the purposes of recreation or other nonprofit purposes
3. Educational Institutions
4. For-profit businesses offering a human service free of charge to the general public, a unique human service not otherwise available from a nonprofit provider, or a service for which fees are paid by a government or private nonprofit agency.

Entities which are not appropriate for inclusion in the 2-1-1 database are:

1. Private, for-profit businesses that do not meet the criteria in section III-4.

2. Private practitioners who do not meet the criteria in sections III-1 through III-4.

IV. Other Considerations

The following items will also be considered when an agency applies for inclusion in the database:

1. Degree of demand/need for the services offered
2. Number of agencies in the database currently offering the service
3. Proof of current licensure (where appropriate)

V. Stability Criteria

Agencies wishing to be included in the 2-1-1 database must meet the following stability criteria:

1. Have at least one established service site that clients can physically visit should the service require it. (Note: This criterion will not force the exclusion of Web- and telephone-based services that otherwise meet the inclusion requirements.)
2. Employ at least one full-time staff person, either paid or volunteer, who is regularly available to communicate with 2-1-1 resource staff.
3. Have been in existence for at least one full year, or demonstrate substantial proof of viability to the satisfaction of United Way 2-1-1.

VI. Subject Area Criteria

United Way 2-1-1 is a comprehensive information and referral service; however, priority is given to services which meet basic needs (i.e. food, shelter, health care), focus on financial stability (i.e. job training and placement, mortgage counseling), and address educational preparedness (i.e. early identification programs, tutoring services).

VII. Record Elements

Each record will strive to include the following information in all comprehensive records:

1. Agency legal name, former name, and other names
2. Description of agency purpose/mission
3. Program names
4. Street and mailing address
5. Phones, fax, e-mail and Website
6. Hours and days of operation
7. Services provided and special populations served
8. Eligibility requirements and exclusions
9. Documentation required to receive service
10. Geographic area served
11. Application process
12. Languages spoken
13. Legal (tax) status
14. Fee structure and payment information
15. Director's name/title
16. Program capacity and units of service

17. Description of secondary services
18. Travel/public transportation information
19. Funding sources

United Way 2-1-1 reserves the right to develop the records to the extent necessary to make appropriate referrals.

VIII. Methods for Updating

It is the goal of United Way 2-1-1 to perform a Full Formal Update on each record in the database at least once annually. Records in the United Way 2-1-1 database will be updated using a variety of methods.

1. Full Formal Update – An agency is sent a survey document detailing their entire record with a request to review it, make any necessary corrections, and return it within a specified time frame. Multiple attempts may be necessary to ensure receipt of a completed, agency-approved survey. Any agency and/or some or all of its programs may be made inactive if a completed survey is not received in a timely manner. This type of update should be performed at least once annually for each record.
2. Partial Update – A partial update may occur when there has been significant change to an existing program, a new program is added, or a program is deleted. Partial updates may be completed by phone or email. This type of update can occur several times annually, as necessary.
3. Verification – A verification of service occurs when a phone call or email is placed to an agency to verify the details of a program. This type of update may be performed frequently, up to and including on a daily basis when required.

IX. Exclusion/Removal Criteria

Approval for inclusion in the 2-1-1 database does not guarantee permanent inclusion. Agencies may be removed from the database at the discretion of United Way 2-1-1 for any of the following reasons:

1. A prolonged period of unavailable services or agency inactivity
2. Complaints to regulatory bodies regarding the practices of the agency
3. Agency no longer meets inclusion/exclusion criteria based on annual review of policy
4. Illegal activity
5. No response from the agency to three consecutive requests for updated information

X. Statement of Responsibility

Inclusion in the United Way 2-1-1 database should in no way be construed to constitute an endorsement of an agency or organization or its services, nor should exclusion be construed to constitute disapproval. United Way 2-1-1 provides referrals, not endorsements, recommendations or ratings of potential service providers.

XI. Complaint Policy

United Way 2-1-1 reserves the right to remove or exclude any organization from the database at any time. Application for inclusion in the database does not guarantee inclusion.

1. Complaints regarding the exclusion, inclusion, description, removal or indexing of an organization or its service(s) may be submitted in writing to the United Way 2-1-1 Resource Manager. All complaints will be considered in light of the 2-1-1 Inclusion/Exclusion Criteria Statement and Development Policy. The party filing the complaint will be notified in writing of the final decision and justification thereof.

Any further objection to the decision of the Resource Manager must be submitted in writing to the 2-1-1 Director, whose determination will be returned to the complainant in writing. All decisions by the 2-1-1 Director are absolute. Records will not be removed from the database due to the objectionable nature of the agency or its services.

2. Complaints regarding the delivery of a service to a client will be submitted to the United Way 2-1-1 Resource Manager for investigation. A member of the 2-1-1 staff may follow up with the caller if requested. In the event that egregious service non-delivery, fraud, discrimination, or misrepresentation is discovered, 2-1-1 reserves the right to remove the agency from the database immediately.