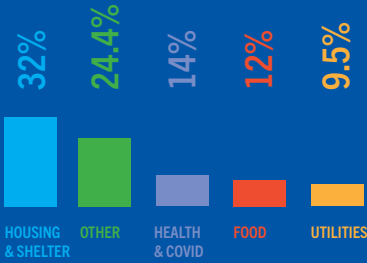


# 2.1.1

Aloha United Way

# Aloha United Way 211 Answers the Call

## CALL VOLUME BY CATEGORY

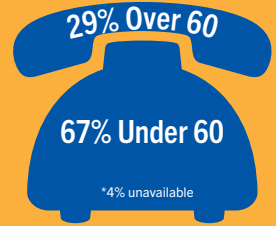


### 128,808

Pageviews on [auw211.org](http://auw211.org) in 2021



## NEARLY A THIRD OF REQUESTS FROM KŪPUNA



62.2% Female callers  
34.8% Male callers  
\*3.0% unavailable

## 211 is operated by AUW and is the only service of its kind.

- Four of the top 10 websites referring traffic to [AUW211.org](http://AUW211.org) are local and state government websites
- Every time a new COVID-19 change is announced, traffic and calls increase.
- Natural disasters result in higher call volume.

88,288 requests made to AUW 211

The AUW 211 Database includes more than 4,000 resources and growing

### DID YOU KNOW?

43% of education requests are for school supplies.

Kūpuna comprise nearly a third of all 211 users. Kūpuna Call Center was initially designed to address COVID-19 needs, but offers much more.

## AUW 211: A COMMUNITY RESOURCE

[AUW211.ORG](http://AUW211.ORG) is available online for our entire community to access and search. The new search site was launched in 2022.

### REAL-TIME DATA

Community members, non-profits, government agencies and the business community can view and search data in close to real-time. That means better response and coordination of efforts. There is no dashboard or resource like it in Hawai'i.

[hawaiidata.org/211data](http://hawaiidata.org/211data)

### DISASTER RESPONSE

AUW's 211 is a member of **VOAD** or **Voluntary Organizations Active in Disaster**. When emergencies occur, we respond. We are the conduit for emergency services and act as the primary referral center during any type of crisis.

### COVID-19 RESPONSE

The COVID-19 Pandemic has required rapid response, flexibility, and compassion. Our 211 Specialists adapt to an ever-changing environment to give the most accurate information and resources available.

[auw211.org](http://auw211.org)