



Strengthening Our Foundation to Save Lives

A CAPITAL CAMPAIGN



Palm Beach and
Treasure Coast



Executive Summary

How much is saving even one human life worth? 211 currently receives an average of 10 suicide-related calls a day. And that number continues to grow.

Demand for 211 Palm Beach and Treasure Coast's services has increased significantly in recent years, causing it to outgrow its current headquarters space. The needs are expanding at an even faster pace than population growth, and the introduction of the federal 988 Suicide Prevention initiative is expected to drive call volume and the subsequent need for additional staff and space to unprecedented levels.

For these reasons, 211 is planning a new facility. In order to pay for a roughly 12,000 sq. ft., hurricane-rated building on their current site, 211's Board is launching a Capital Campaign of \$6 million.

Although 211 receives local government funding through competitive contracts for services, we are a private, not-for-profit, 501(c)3 organization that depends largely on philanthropic support from the communities we serve.

Vision

211 Palm Beach and Treasure Coast envisions a community where people in crisis receive the information and support they need to weather life's storms.

Mission

211 Palm Beach and Treasure Coast's mission is to save lives through crisis intervention and by connecting people to health, mental health, and wellness services 24 hours a day every day.



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Sharon L'Herrou's voice breaks when she tells the story:

I'm just sitting at my desk and I get a call from a mom. I don't even know how she got my number. But she called me and said, 'I just wanted you to know that my son is alive today because of you and your team. He called in the middle of the night. I didn't even know anything was going on until the call, and he would've been dead. But he is OK. We got him to the hospital. You guys saved his life. I'm still a mom today because of you.'

Sharon L'Herrou

(quoted in Coastal Star, March 1, 2022)

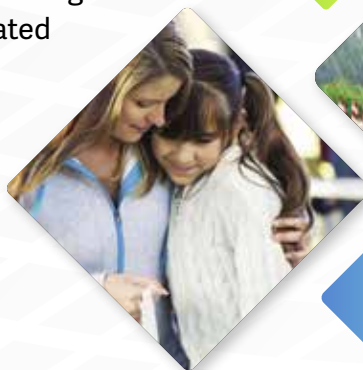
211 Saves Lives Every Day

For more than 50 years in times of personal crisis, struggle or disaster, 211 has served the ever-growing Palm Beach/Treasure Coast region, including Martin, St. Lucie, Okeechobee and Indian River Counties. 211 Palm Beach and Treasure Coast was started as a volunteer-run 24-hour substance abuse and crisis hotline, founded by renowned psychologist Dr. Robert K. Alsofrom who was passionate about helping people struggling with depression, suicide, drug and alcohol abuse. Over the years 211 has responded to the needs of our community and become one of the most utilized resources for all of Palm Beach County and the Treasure Coast.

Today 211 is the only free and confidential Crisis Hotline and Community Helpline serving the residents of Palm Beach County and the Treasure Coast that provides **suicide prevention, crisis intervention, information, assessment, and referral to community services for people of all ages**. A defining feature of 211's services is the ability to be available for those who are experiencing a crisis, 24 hours a day, 7 days a week, whether our community is facing a disaster or otherwise.

The highly trained and deeply caring 211 Palm Beach and Treasure Coast staff handle approximately 100,000 requests for help annually. This translates to the 211 team responding to an average of 10 life-saving suicide-related calls every day.

Caring staff listen to each individual's situation to provide information



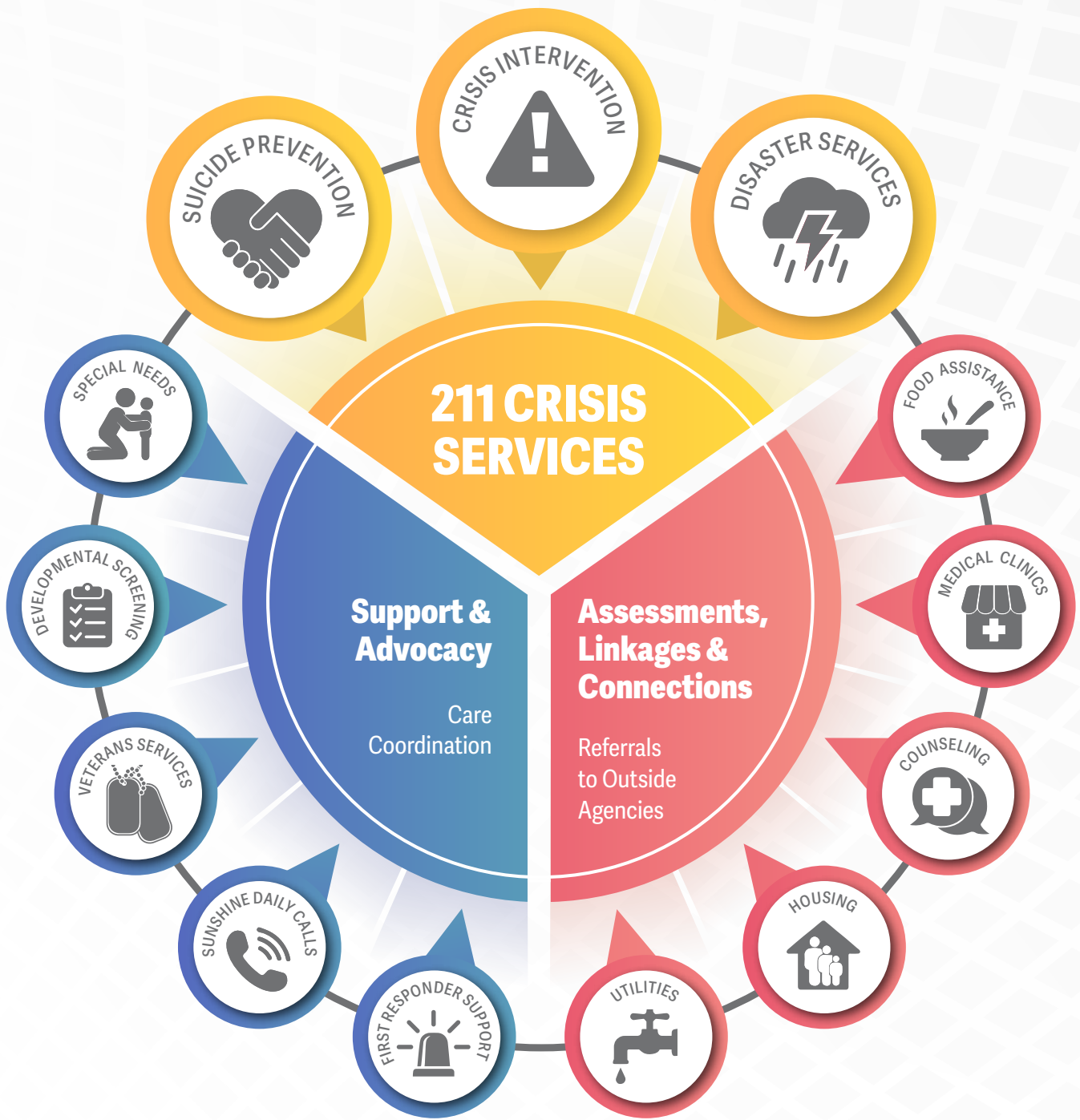
on available social services, community services and resources that include food assistance, medical clinics, foreclosure prevention, parenting information on developmental concerns (Help Me Grow) & special needs, senior services that include free "Sunshine" daily calls, services for

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The specialist I spoke with was fabulous and gave me hope to hang on. They were empathetic and caring and made me feel that I matter.

A 211 Client

teens and more. 211 maintains a regularly updated resource directory with the latest and most complete services and provider information in our community – representing thousands of services available to our residents.



100,000

APPROXIMATE NUMBER OF REQUESTS FOR HELP
PER YEAR HANDLED BY STAFF WITH CALL VOLUME
EXPECTED TO GROW EXPONENTIALLY

211 Meets Our Community's Mental Health Needs

In addition to needs that will grow simply due to population growth, mental health needs are growing at an even more rapid pace. About 1/3 of all calls to 211 are related to mental health, including addiction and suicide, and the percentage of mental health-related requests has increased from 17% to 33% of total requests.

The Centers for Disease Control and Prevention says suicide is the 10th-leading cause of death in the United States, and the second-leading cause of death for people between the ages of 10 and 34. There has been a 56% increase in suicide related calls in the last decade. 211 Palm Beach and Treasure Coast is one of only three centers in the nation designated to respond to the National Disaster Distress Helpline from around the entire country and one of a relative handful responding to suicide related chats.

To address the growing mental health need, the federal government initiated a new 988 number specifically for suicide prevention in July, 2022. 988 is more than just an easy-to-remember number—it is a direct connection to compassionate, accessible care and support for anyone experiencing mental health related distress – whether that is thoughts of suicide, mental health or substance use crisis, or any other kind of emotional distress. The new number is also expected to reduce the number of mental health calls to 911 where they are too often responded to by law enforcement rather than mental health professionals, sometimes to tragic outcomes.

Because calls to 988 from Palm Beach and Treasure Coast residents will be directed to 211, it has been estimated that **call volume to 211 will TRIPLE over the next five years.** 211 Palm Beach and Treasure Coast anticipates that it will need to **DOUBLE the number of its entire staff** to meet this need.

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I am so thankful for the work you do. I was really struggling with depression last year and called 211 and was able to receive the help I needed. The specialist I spoke with helped me gain healthy coping skills that I still use and a different perspective that I keep in mind during tough times.

A 211 Client



2.1.1

16 REASONS to Support 211



Saving Lives

211 helps people who think they cannot go on living to see a brighter day.

10
SUICIDE-RELATED
CALLS PER DAY

Always There

Staff are available **24** hours a day, **7** days a week, **365** days a year to those experiencing a crisis or simply a need for assistance.

The Most Vulnerable

211 helps the most vulnerable in our community: seniors, children, caregivers, and veterans.

Extensive Resources

211 maintains a regularly updated resource directory with the latest and most complete services and provider information in our community – representing literally thousands of services.



Unique

211 is the only free and confidential Community Helpline and Crisis Hotline serving Palm Beach and the Treasure Coast communities.

We Are Local

211 team members participate in community task forces, community meetings, and other activities to make sure we know what's important to the community.

We Are Advocates

We advocate with community leaders and stakeholders using a data-driven approach to demonstrate what needs in the community are going unmet and what are the biggest requests for help.

Central Disaster Hub

211 is the central hub for information during disasters (hurricane, pandemic, etc.).

50 Years

211 has a 50-year track record of providing crucial services to the Palm Beach and Treasure Coast communities.

Developmental Screening

The Help Me Grow program offers free developmental screening to make sure that all children have the best possible start in life.



Sunshine Program

Volunteers make over 500 calls a day to the elderly, many of whom have no family looking after them.

500 CALLS PER DAY

Growing Need

Florida's population is predicted to continue growing. Increasing population alone has caused the need for 211's services to grow rapidly.

36%
INCREASE IN
FLORIDA POPULATION
BETWEEN 2000-2021

Suicide Prevention

The percentage of Mental Health/Addictions-related requests increased from 17% of total requests to 33% of total requests. The new federally designated number to call for suicide prevention (988) is expected to further increase call volume to 211 – projected at 9 times its current volume within 5 years.

56%
INCREASE IN
SUICIDE-RELATED
CALLS SINCE 2010

Inadequate Facility

Currently, offices meant for 1 staff member are housing 3. This situation will only become worse as demand for services continues to grow.



Hurricane Protection

The 211 offices are not adequately protected against hurricanes, which is precisely when 211's services are most in need.



Modernization Needed

A greatly expanded and modernized facility is needed to handle 211's current needs, let alone the growth it anticipates over the next 25 years.

211 Offers Advocacy Support Services, Too

While 211 is best known for its crisis response services, our staff and volunteers also show they care for people by providing care coordination services.

Seniors

Staff and volunteers make **more than 500 Sunshine Daily Reassurance Calls every day to seniors, the homebound and disabled persons.**

For many, this Sunshine Call is their only daily contact with another human being. Not only do these calls provide a regular check on the individual's well-being, they truly bring a little sunshine into their often lonely lives.

If a vulnerable senior citizen needs help, 211's Elder Crisis Outreach, a service devoted solely to serving elders, their families and/or caregivers, can provide supportive crisis counseling, linkage to community services, and more help.

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(The care providers are) very loyal about calling me. I feel Sunshine is like family and happy that (they) care, as I have no-one near me.

Patricia Mellett, 211 Client

Veterans

211 Palm Beach and Treasure Coast is also part of a statewide program of 2-1-1 providers that is dedicated to **helping Florida veterans**. The program offers:

- Comprehensive information and referrals to VA-funded services and hundreds of additional community-based services
- Emotional support provided by specially trained peer veterans



Parents of Young Children

211 Help Me Grow Palm Beach/Treasure Coast (HMG) is part of a national program designed to identify children at risk for developmental, behavioral, or social challenges. HMG supports questions and concerns of families, while providing access to resources and supports. HMG connects families with free or low-cost community programs for health and developmental services. Parents and caregivers of young children (0 – 8 years) who live in Palm Beach, Martin, Okeechobee, St. Lucie, or Indian River Counties are eligible to participate in the Help Me Grow program.

These are just a few of the many advocacy support services 211 provides.

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Just wanted you to know, I have used 211 over the years. I have 2 boys with autism and my best friend has two boys with muscular dystrophy and [they] are terminally ill. The disability specialist is always a phone call away for support and advice on who to call. She is the kindest person I have ever had the pleasure of speaking with. Thanks for everything that you do.

A 211 Client

Why Is a New Building the Best Alternative?

The current facility has reached maximum utilization and the end of its useful life. Offices designed for one person are now housing three. These tight work spaces can greatly reduce productivity, as team members often must be on the phone in confidential calls with their clients during the majority of their day. The metal structure is not likely to withstand the extreme weather of tropical storms or hurricanes in its current condition.

During the pandemic, 211 learned that some employees – but not nearly all - could work effectively from remote locations. Plans call for many employees to continue to work remotely or in a hybrid manner going forward. However, even with some employees working remotely, many must work on site and additional space

is needed for training. 211's 100+ hour training program is required for all new 211 hires and volunteers.

With massive growth anticipated over the next several years, 211 Palm Beach and Treasure Coast needs to significantly increase the size of its resource center. In addition, a hurricane-rated structure is necessary so that critical services are not disrupted by extreme weather conditions. Before deciding to proceed with building on its site, the Board of 211 considered such alternatives as buying or leasing existing office space, renovating the current space, and having staff work remotely. None of these options passed the test of making long-term economic sense.



Draft rendering

Preliminary Building Plans and Estimated Costs

211 Palm Beach and Treasure Coast has evolved to meet changing and growing needs for 50 years. In a region that has seen and, in all likelihood, will continue to see significant population growth, the communities' needs for 211 Palm Beach and Treasure Coast services will also continue to grow. In order to meet those needs, 211 Palm Beach and Treasure Coast must expand its paid and volunteer staff and provide safe, properly-equipped workspaces for these caring first responders. The COVID pandemic has helped to make even clearer the need for more and better-quality work space.

With these conditions in mind, a Board Building Committee worked with an architectural firm on preliminary plans. At this time, the plans center on a two-story structure of approximately 12,000 sq. ft. to be built on the current 1.2 acre site. This would allow the staff to continue working in their current space (about 6,000 sq. ft.) while construction takes place. Afterwards, that space will either be razed or repurposed for rental or future expansion.

Design and construction costs are estimated at approximately \$5 million. Given the uncertainties in today's construction environment, 211 anticipates needing a contingency cushion of at least \$500,000. Capital Campaign operations costs are estimated at \$500,000 for a total of \$6 million.

Future operating costs will, of course, rise with the addition of more staff and a new building even one that is far more efficient than the existing facility. A significant percentage of

211's operating costs is covered by contracts and grants for services. However, there will continue to be a need for philanthropic support of infrastructure and administrative expenses.

Gift Ranges and Naming Opportunities

There is a wide range of giving and naming opportunities available so that anyone may contribute at a level that is comfortable for them. Gifts may be made over three years. Checks, gifts of appreciated securities, IRA and donor-advised-fund distributions are among the ways you can contribute.



\$6 MILLION

WORKING GOAL FOR
THE CAPITAL CAMPAIGN

Spaces and Programs	Required Funding	# Donors	Total Funding
Building	\$2,000,000	1	\$2,000,000
Resource Center	\$1,000,000	1	\$1,000,000
Large Conference Room	\$500,000	1	\$500,000
Medium Conference Room	\$250,000	1	\$250,000
Lobby	\$250,000	1	\$250,000
Staff Lounge/Kitchen	\$150,000	1	\$150,000
Garden	\$150,000	1	\$150,000
CEO Office	\$100,000	1	\$100,000
Sunshine Program Office	\$100,000	1	\$100,000
Veterans Services Office	\$100,000	1	\$100,000
Help Me Grow Office/Workspace	\$50,000	1	\$50,000
Elder Crisis Outreach Office/Workspace	\$50,000	1	\$50,000
Director's Offices (3)	\$50,000	3	\$150,000
Hallways leading to Program Offices (2)	\$25,000	2	\$50,000
Work Spaces (10)	\$10,000	10	\$100,000
Total:			\$5,000,000

Additional naming opportunities available at a later date may include benches and walkway bricks. The names of donors of \$10,000 or more will be engraved on a handsome donor wall in the main 211 building.

We invite you to help make this vision a reality.

The new 211 Headquarters Center, a safe and trusted place helping the most vulnerable in our community, is your Center. Your contribution can aid the project in many ways. We value your volunteer time, expertise, ideas and support.

**For further information, please contact:
Development Director Candi Spitz**



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211palmbeach.org

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Candi Spitz,
Director of Development
and Community Relations

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I cannot be happier with the quality and reliability of this service. My admiration and gratitude to each and every one of these wonderful service providers.

Joyce Vogel, 211 Client

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Palm Beach and
Treasure Coast



211 Palm Beach and Treasure Coast is a not-for-profit, tax-exempt organization under the provisions of section 501(c)(3) of the Internal Revenue Code. 211's federal tax identification number is 23-7153017. Donations are tax-deductible to the extent allowed by law. In accordance with the Florida Solicitation of Contributions Act, a copy of our official registration statement may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352. 211 Palm Beach and Treasure Coast's registration number is CH-2105. Registration does not imply endorsement, approval, or recommendation by the State.