

## Trident United Way 211 Traffic Overview



**Total Calls**  
17,401  
39%\*



**Total Referrals**  
33,162  
-14%\*



**Total Texts**  
2,229



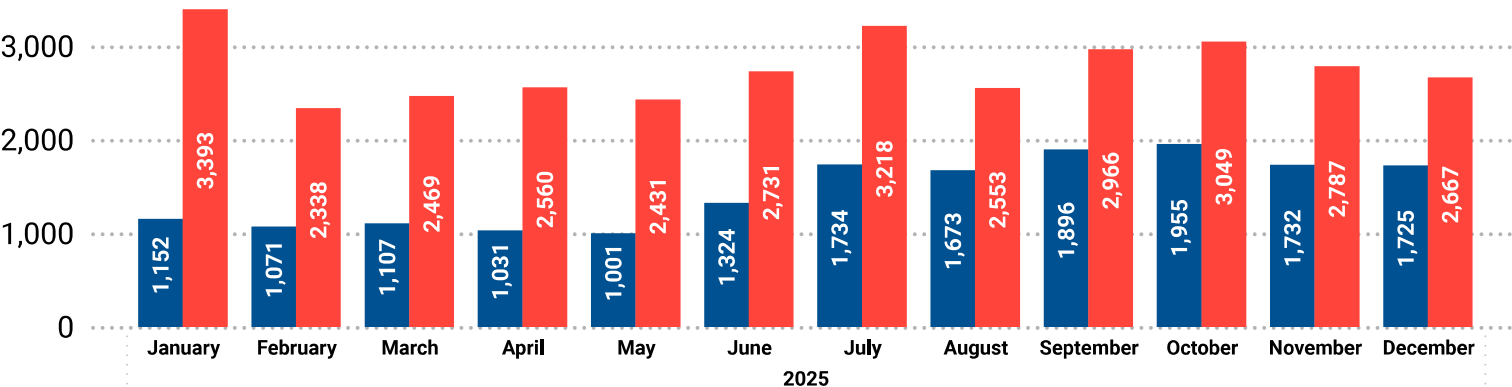
**Website Visits**  
26,385

**Total Contacts: 46,015**

### Calls and Referrals by Month

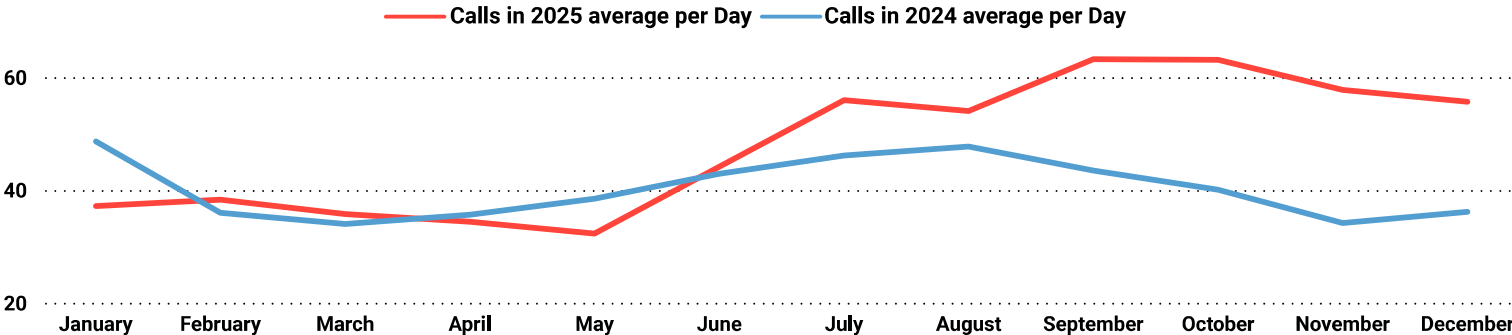
Jan-Dec 2025

● Calls ● Referrals



### Average Daily Calls

Jan-Dec 2024 v. Jan-Dec 2025

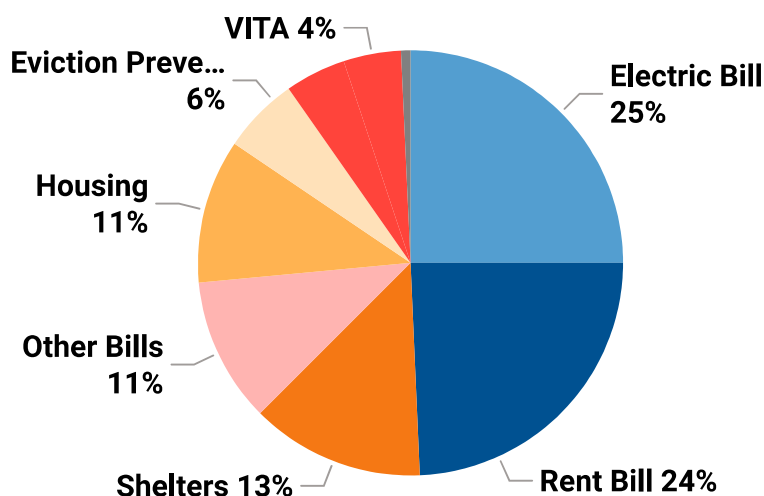


\*Compared to previous year, same period

## Trident United Way Needs Breakdown

### Needs Breakdown

Based on Calls, Jan-Dec 2025



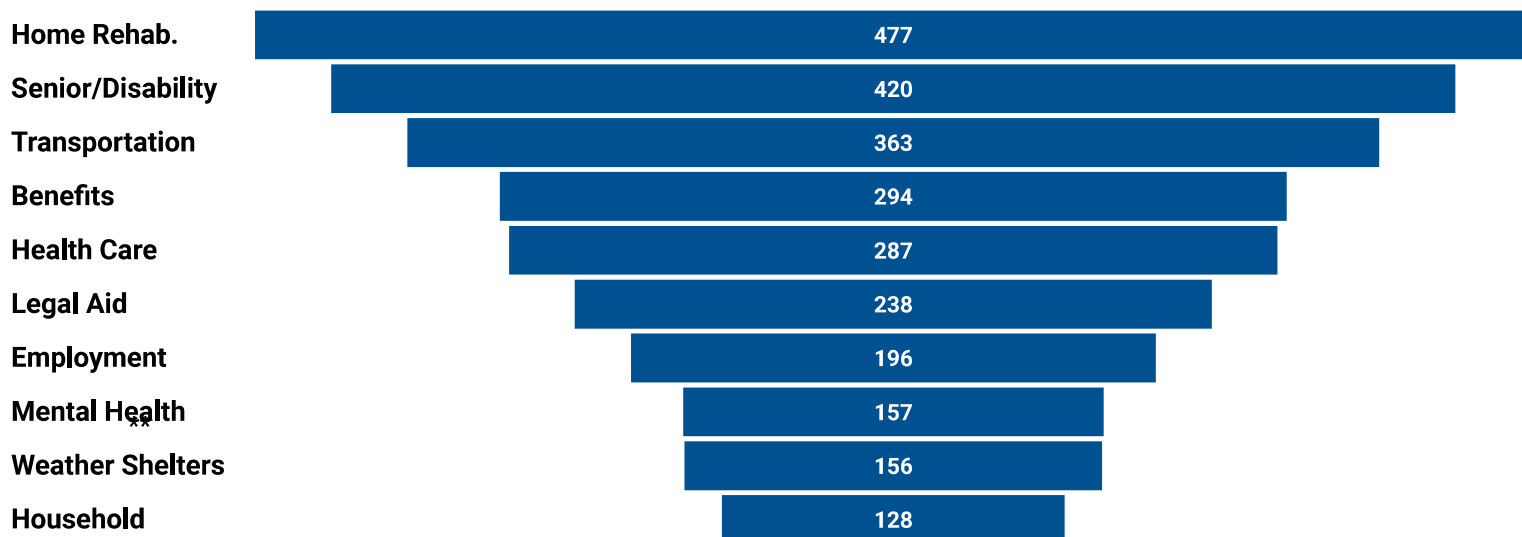
Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Electric Bill	4,349	51%	6,924	-8%
Rent Bill	4,228	32%	6,720	-12%
Shelters	2,300	106%	3,195	47%
Other Bills	1,917	57%	2,298	15%
Housing	1,903	54%	3,135	-21%
Eviction Prevention	1,013	-37%	1,121	-54%
Food	804	46%	2,861	-11%
VITA	761	1519%	913	1349%

\*\*\* See below for further information

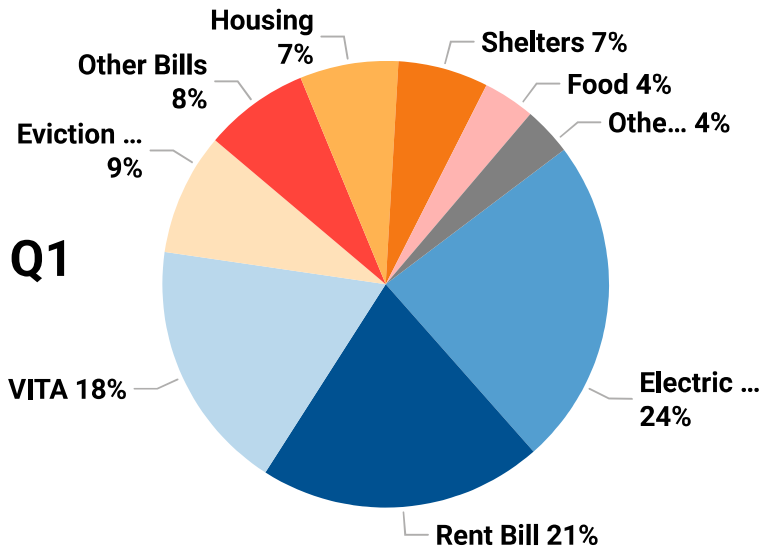
### Breakdown of Other Needs

Based on Calls, Jan-Dec 2025

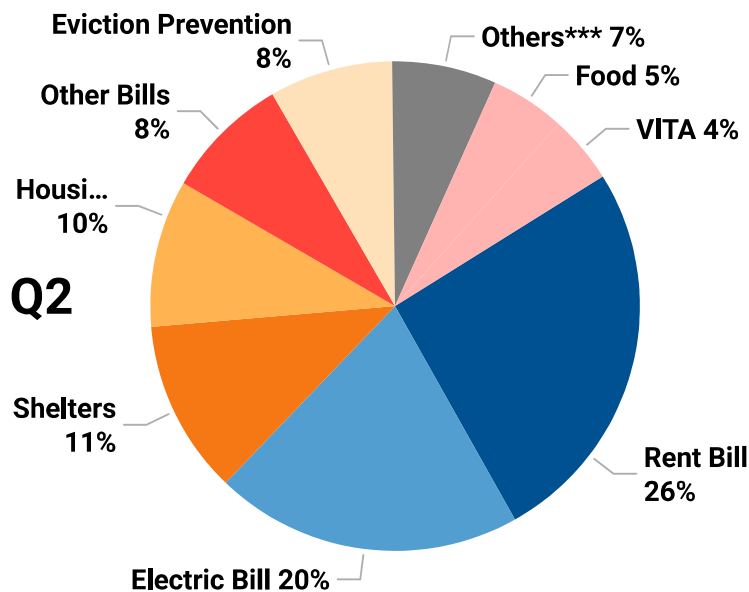
Included in the "Other" category are additional needs presented by 211 callers that fall outside the top categories listed above. Below is a breakdown of the next most frequently requested needs. Calls for Transportation, Health Care, Senior & Disability Needs, Weather Shelters, and Benefits Assistance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



## Trident United Way Quarterly Top Needs Overview



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Electric Bill	791	-13%	1,826	-37%
Rent Bill	685	-5%	1,541	-26%
VITA	608	1861%	673	1302%
Eviction Prevention	295	-22%	358	-47%
Other Bills	254	-16%	451	-30%
Housing	237	-17%	578	-37%
Shelters	218	-23%	408	-8%
Food	125	-1%	791	-3%

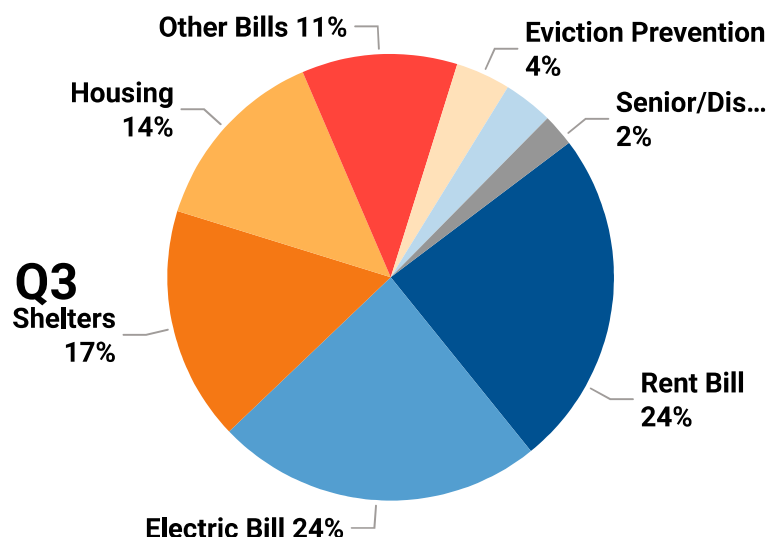


Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	864	19%	1,867	15%
Electric Bill	682	-0%	1,484	-11%
Shelters	385	38%	578	1%
Housing	326	-3%	677	-38%
Other Bills	278	-12%	440	-10%
Eviction Prevention	274	-34%	324	-46%
Food	166	11%	822	-2%
VITA	150	838%	237	1480%

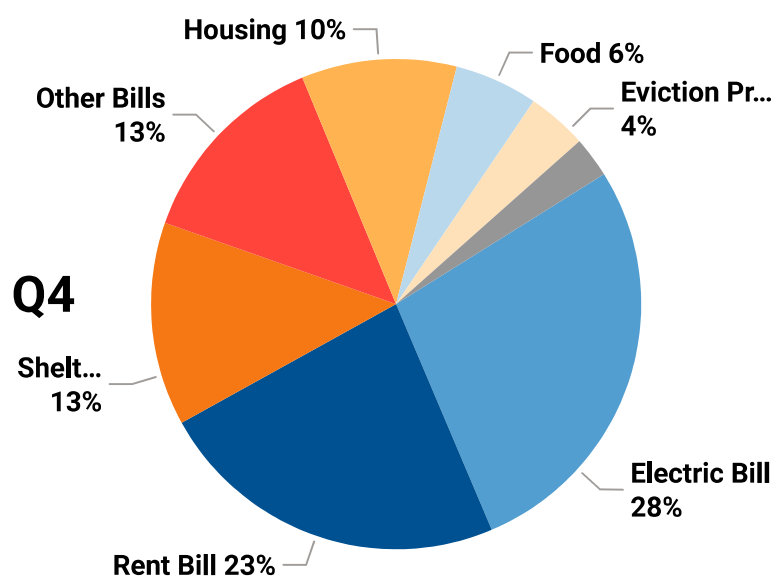
\*Compared to previous year's calls, same time period

\*\*\*No data from previous year for comparison

## Trident United Way Quarterly Top Needs Overview



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Rent Bill	1,339	37%	1,829	-15%
Electric Bill	1,296	79%	1,764	7%
Shelters	926	217%	1,226	98%
Housing	753	123%	1,054	-10%
Other Bills	617	72%	657	47%
Eviction Prevention	217	-51%	218	-67%
Food	197	34%	445	-42%
Senior/Disability	128	47%	174	-24%



Needs	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Electric Bill	1,580	182%	1,850	42%
Rent Bill	1,340	73%	1,483	-17%
Shelters	771	191%	983	82%
Other Bills	768	216%	750	76%
Housing	587	113%	826	6%
Food	316	147%	803	3%
Eviction Prevention	227	-38%	221	-56%
Senior/Disability	154	221%	229	116%

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

\*\*\*No data from previous year for comparison

## Trident United Way Overdue Bill Amount Overview

### Quarter 1

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	791	376	\$1,271	\$477,813
Gas Service Payment Assistance	25	10	\$585	\$5,852
Mortgage Payment Assistance	46	12	\$2,473	\$29,675
Rent Payment Assistance	683	295	\$4,169	\$1,229,867
Water Service Payment Assistance	107	42	\$753	\$31,645
<b>Total</b>	<b>1,413</b>	<b>628</b>	<b>\$2,826</b>	<b>\$1,774,852</b>

### Quarter 2

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	682	226	\$1,175	\$265,483
Mortgage Payment Assistance	66	17	\$2,723	\$46,289
Rent Payment Assistance	864	351	\$3,767	\$1,322,345
Rental Deposit Assistance	67	18	\$1,615	\$29,075
Water Service Payment Assistance	122	41	\$473	\$19,406
<b>Total</b>	<b>1,549</b>	<b>568</b>	<b>\$2,962</b>	<b>\$1,682,598</b>

### Quarter 3

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Rent Payment Assistance	1,339	698	\$2,654	\$1,852,218
Electric Service Payment Assistance	1,296	714	\$817	\$583,668
Water Service Payment Assistance	245	139	\$493	\$68,529
Rental Deposit Assistance	120	38	\$1,441	\$54,767
Mortgage Payment Assistance	100	39	\$2,820	\$109,977
<b>Total</b>	<b>2,689</b>	<b>1,402</b>	<b>\$1,904</b>	<b>\$2,669,159</b>

### Quarter 4

Top Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	1,580	921	\$652	\$600,691
Mortgage Payment Assistance	84	34	\$2,545	\$86,528
Rent Payment Assistance	1,339	718	\$2,114	\$1,517,707
Rental Deposit Assistance	110	41	\$1,483	\$60,800
Water Service Payment Assistance	248	138	\$412	\$56,819
<b>Total</b>	<b>2,902</b>	<b>1,587</b>	<b>\$1,463</b>	<b>\$2,322,545</b>

### 2024 Total Amount

Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Rent Payment Assistance	3,357	887	\$3,254	\$2,886,634
Electric Service Payment Assistance	2,773	742	\$1,130	\$838,284
Water Service Payment Assistance	560	162	\$814	\$131,826
Rental Deposit Assistance	228	34	\$1,318	\$44,799
Mortgage Payment Assistance	199	33	\$2,378	\$78,458
Prescription Expense Assistance	72	2	\$1,650	\$3,300
Gas Service Payment Assistance	41	6	\$1,191	\$7,147
Undesignated Temporary Financial Assistance	32	1	\$400	\$400
Sewer Service Payment Assistance	19	2	\$2,375	\$4,750
Property Tax Payment Assistance	16	1	\$3,200	\$3,200
Heating Fuel Payment Assistance	10	2	\$650	\$1,300
Water Bill Payment Plan Negotiation Assistance	2	1	\$188	\$188
<b>Total</b>	<b>6,245</b>	<b>1,559</b>	<b>\$2,566</b>	<b>\$4,000,287</b>

### 2025 Total Amount

Needs	Calls	Callers w/ Stated Debt	Average Overdue Bill	Total Overdue
Electric Service Payment Assistance	4,349	2,237	\$862	\$1,927,655
Rent Payment Assistance	4,225	2,062	\$2,872	\$5,922,137
Water Service Payment Assistance	722	360	\$490	\$176,399
Rental Deposit Assistance	325	104	\$1,460	\$151,815
Mortgage Payment Assistance	296	102	\$2,671	\$272,469
Gas Service Payment Assistance	93	41	\$649	\$26,594
Automobile Payment Assistance	53	7	\$778	\$5,448
Sewer Service Payment Assistance	37	23	\$635	\$14,612
Internet Service Payment Assistance	34	8	\$121	\$969
Telephone Service Payment Assistance	20	13	\$203	\$2,643
Heating Fuel Payment Assistance	13	4	\$457	\$1,827
Rental Application Fee Payment Assistance	4	1	\$35	\$35
Birth Certificate Fee Payment Assistance	3	1	\$80	\$80
<b>Total</b>	<b>8,668</b>	<b>4,209</b>	<b>\$2,020</b>	<b>\$8,502,683</b>

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

\*\*Count of Calls with overdue bills

## Trident United Way 211 Top Needs by County



County	Calls	Calls YoY%*	Referrals	Referrals YoY%*
Charleston	10,313	47%	20,311	-10%
Dorchester	3,785	24%	6,750	-22%
Berkeley	3,303	36%	6,101	-17%
Total	17,401	39%	33,162	-14%

County Top Needs	Berkeley		Charleston		Dorchester	
	Calls	Calls YoY%	Calls	Calls YoY%	Calls	Calls YoY%
Electric Bill	591	36%	2,572	70%	1,186	28%
Rent Bill	963	36%	2,282	31%	983	30%
Shelters	393	109%	1,523	109%	384	89%
Other Bills	431	49%	1,047	70%	439	40%
Housing	383	61%	1,129	60%	391	36%
Eviction Prevention	206	-29%	617	-39%	190	-37%
Food	188	55%	430	51%	186	27%
VITA	141	1182%	508	2209%	112	700%
Home Rehab.	96	-33%	295	-15%	86	-22%
Senior/Disability	93	43%	244	57%	83	9%
Transportation	87	55%	209	19%	67	-3%
Benefits	63	-10%	153	1%	78	7%
Health Care	51	-31%	172	12%	64	-18%
Legal Aid	49	7%	138	33%	51	42%
Employment	58	241%	94	52%	44	57%
Mental Health	61	24%	67	-4%	29	7%
Weather Shelters	31	7%	100	-32%	25	-29%
Household	24	-33%	63	50%	41	21%
Clothing	24	20%	69	33%	21	5%
Substance Abuse	18	6%	45	50%	16	100%
Baby	13	-54%	38	-30%	20	-5%
Holiday Programs	16	45%	38	58%	15	150%
Disaster	11	-68%	21	-76%	14	-75%
Accessible Home Construction	8	-58%	21	-54%	8	-56%
Weatherization	5	-55%	22	-51%	9	-57%
Case/Care Management	3	-40%	22	450%	5	150%
Ex-Offender	5	150%	19	46%	5	25%
Child Care	9	125%	11	0%	7	600%
Hygiene	6	-14%	14	-36%	5	-29%
Appliances	3	-50%	14	17%	6	20%

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

\*\*\*No data from previous year for comparison



## Trident United Way 211 Community Impact Needs

Community Impact Top Needs	Calls
<b>Housing</b>	<b>8,508</b>
Rent Payment Assistance	4,228
Community Shelters	1,104
Transitional Housing/Shelter	982
Low Income/Subsidized Private Rental Housing	908
Housing Related Coordinated Entry	814
Homelessness Prevention Programs	722
Housing Search and Information	691
Homeless Motel Vouchers	506
Home Rehabilitation Programs	477
Rental Deposit Assistance	325
Public Housing	323
Mortgage Payment Assistance	303
Eviction Prevention Assistance	204
Rapid Re-Housing Programs	196
Senior Housing Information and Referral	137
Landlord/Tenant Assistance	100
Domestic Violence Shelters	94
Low Income/Subsidized Rental Housing	67
Section 8 Housing Choice Vouchers	51
Subsidized Home Acquisition	47
Homeless Drop In Centers	40
Homeless Permanent Supportive Housing	40
Accessible Home Construction	37
Weatherization Programs	36
Moving Expense Assistance	34
<b>Utility Assistance</b>	<b>4,735</b>
Electric Service Payment Assistance	4,349
Water Service Payment Assistance	722
Gas Service Payment Assistance	93
Sewer Service Payment Assistance	37
Internet Service Payment Assistance	34
<b>Food/Meals</b>	<b>921</b>
Food Pantries	754
Food Stamps/SNAP	118
Home Delivered Meals	80
Soup Kitchens	36
<b>Health Care</b>	<b>383</b>
Aging and Disability Resource Centers	189
Dental Care	74
Prescription Expense Assistance	59
Medical Care Expense Assistance	36
Medicaid	35

Community Impact Top Needs	Calls
<b>Income Support/Assistance</b>	<b>1,477</b>
Undesignated Temporary Financial Assistance	673
VITA Program Sites	416
Tax Preparation Appointment Scheduling Hotlines	415
Child Care Expense Assistance	50
<b>Transportation</b>	<b>342</b>
Non-Emergency Medical Transportation	97
Bus Fare	63
Automobile Payment Assistance	53
Senior Ride Programs	52
Employment Related Transportation	51
Local Automobile Transportation	50
Gas Money	34
Long Distance Transportation	34
<b>Clothing/Personal/Household Needs</b>	<b>290</b>
Furniture	106
General Clothing Provision	79
Automotive Repair and Maintenance	56
Diapers	51
General Furniture Provision	35
<b>Legal, Consumer and Public Safety Services</b>	<b>238</b>
General Legal Aid	238
<b>Individual, Family and Community Support</b>	<b>202</b>
Benefits Screening	133
Holiday Programs	69
<b>Disaster Services</b>	<b>143</b>
Extreme Weather Shelters	143
<b>Employment</b>	<b>129</b>
Job Finding Assistance	129
<b>Mental Health/Substance Use Disorders</b>	<b>63</b>
Residential Substance Use Disorder Treatment Facilities	32
Crisis Intervention Hotlines/Helplines	31

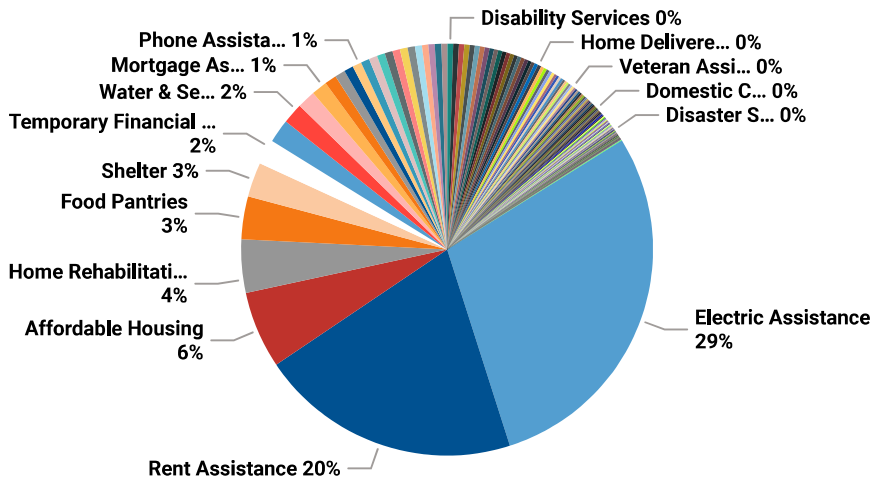
## Trident United Way 211 Website Statistics Overview



**Total Website Visits**  
**26,385**

**Total Guided Result Searches**  
**24,514**

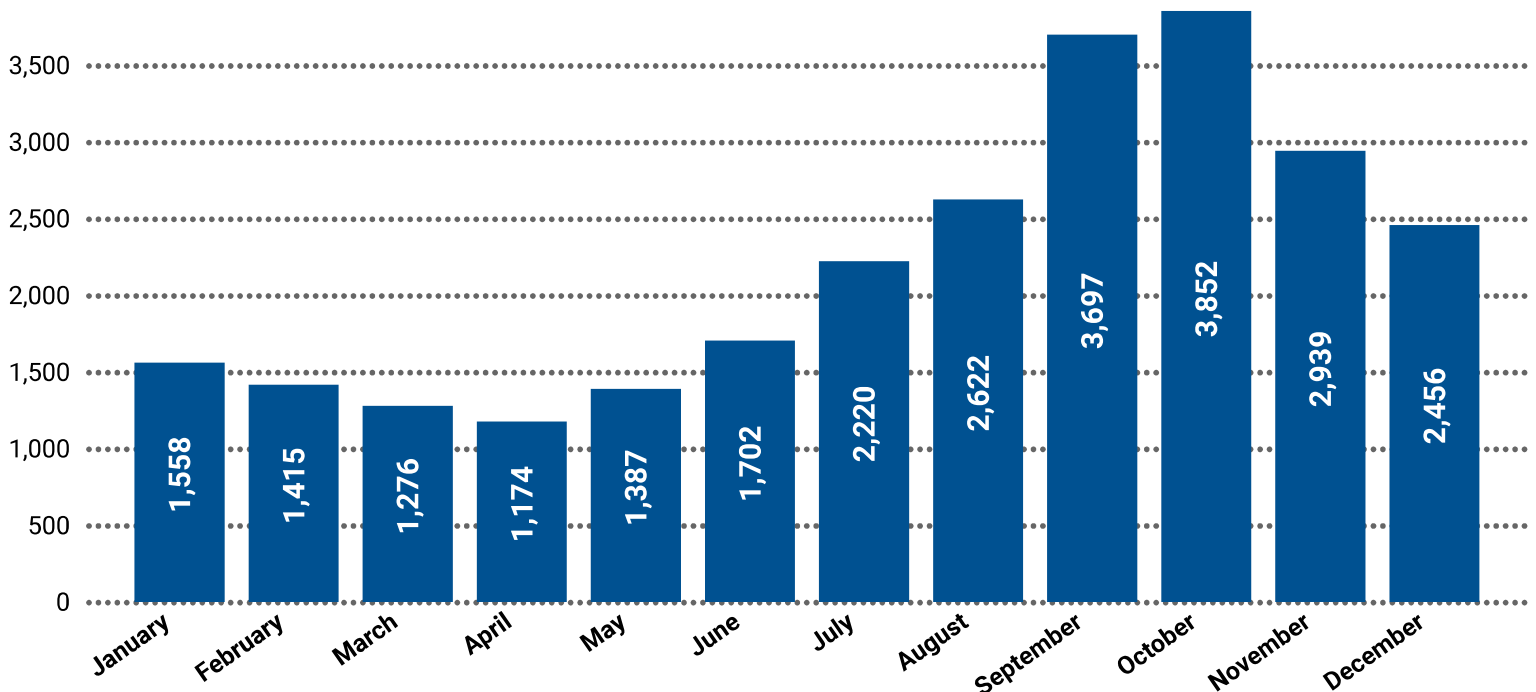
**Total Keyword Searches**  
**2,445**



### Top Guided Search Results

Top Needs	Website Hits
Electric Assistance	8,030
Rent Assistance	5,683
Affordable Housing	1,673
Home Rehabilitation & Accessibility	1,162
Food Pantries	933
Shelter	751
Temporary Financial Assistance	541
Eviction Prevention	518
Water & Sewer Assistance	447

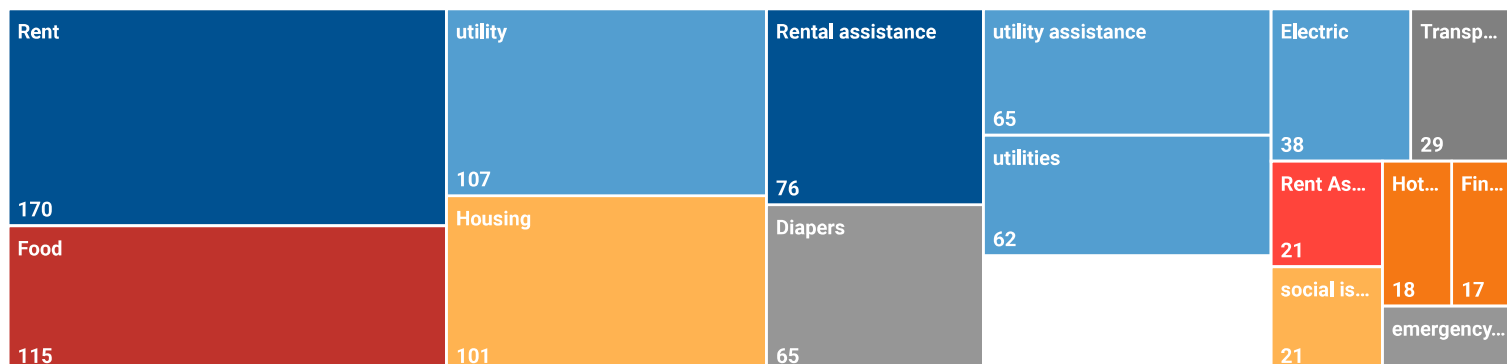
### Total Website Hits by Month





## Trident United Way 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
Electric Assistance	8,030	Domestic Violence, Sexual Assault, & Pregnancy Shelters	98	HalfWay Homes/Transitional Housing	40
Rent Assistance	5,683	Family Law	92	Mental Health Evaluations	38
Affordable Housing	1,673	Medical & Prescription Expense Assistance	92	Transportation to Medical Appointments	38
Home Rehabilitation & Accessibility	1,162	Senior Housing	91	Inpatient Mental Health Services	37
Food Pantries	933	Personal Care Needs	85	Autism	36
Shelter	751	Food for Seniors	84	Childcare Voucher	36
Temporary Financial Assistance	541	Rehabilitation & Substance Abuse Services	83	Community Agencies	36
Eviction Prevention	518	Holiday Assistance	82	Home Accessibility and Ramp Construction	36
Water & Sewer Assistance	447	Weatherization	82	Senior Ride Programs	36
Transitional Housing	395	Hygiene	79	Mental Health Hotlines	35
Mortgage Assistance	342	Food for Babies and Children	77	Maternity Needs	34
Food Banks	257	Medical Transportation	77	Domestic Crisis Hotlines	31
Furniture & Household Supplies	226	Benefits Screening	74	Mental Health Information	29
Transportation Financial Assistance	200	Home Delivered Meals	74	School Supplies	29
Phone Assistance	198	Job Training	70	Chronic & Long Term Conditions	28
Employment Transportation	190	Medicaid & Medicare	69	LGBTQ Community Centers	28
Children Clothing & Diapers	179	SNAP	69	Women's Health & Family Planning	28
Food Assistance (SNAP, WIC, TANF, etc.)	178	Transportation Information	63	TANF	27
Internet Access	168	Veteran Benefites	60	Financial Literacy	26
Dental & Vision Care	166	Senior Services and Legal Aid	57	Special Education	25
Family & Youth Shelters	166	Disaster Clean Up	56	Immigration Legal Assistance	24
Clothing	162	Crisis Shelters	53	Long Distance Transportation	24
Gas Assistance	151	Soup Kitchen	53	Crisis Intervention	23
Job Search	140	Support Groups	51	Thrift Stores	23
Counseling & Mental Health Services	138	Unemployment	50	Detoxification	22
Other Transportation Needs	138	Colleges & Trade Schools	49	Power & Water Outage	20
Eviction Prevention Legal Assistance	131	Case Management	47	Assistive Technology	19
Disability Services	126	GED & Other Adult Education	46	Disaster Recovery	19
Free Clinics & Financial Assistance	122	Veteran Assistance Programs	45	Homelessness Services	19
Local Transportation	119	Volunteer Opportunites	45	Pet Adoption	19
Extreme Weather Shelters	118	Special Diet and Nutritional Foods	44	Sexual & Physical Abuse Counseling and Resources	18
Pet Care	111	Ex-Offender Re-entry Programs	43	Social Security and Medicare	18
Head Start & Child Care Providers	108	Social Security	43	Transgender Services	18
General Legal Assistance	107	211 Systems	41		
Tax Assistance	106	Youth Programs	41		