



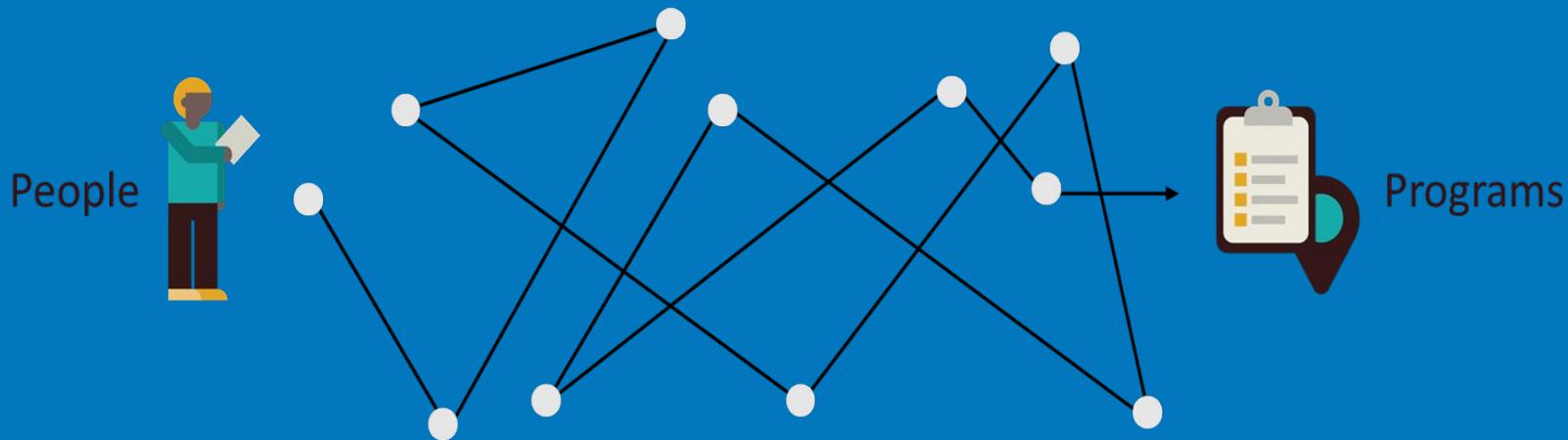
Helping Bloomington Monroe

A Brief Overview & 2023 Goals





It's too hard to navigate the system

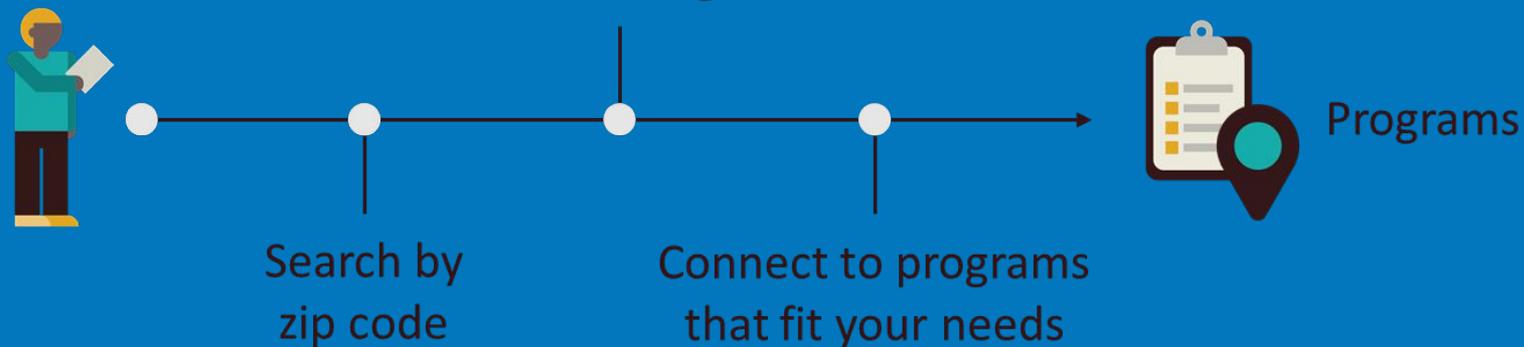


From FindHelp/Aunt Bertha's 101 Training (used with permission)



FindHelp & HBM are trying to make it easier

Browse social service programs across
service categories



From FindHelp/Aunt Bertha's 101 Training (used with permission)



HBM is: An online database of free and low-cost direct services, searchable by zip code.

HBM's mission is: to shorten the distance between people and the programs or resources they need.



Helping Bloomington Monroe is funded by a grant from the Bloomington Health Foundation.



HBM is managed by the Community and Family Resources Department, with support from FindHelp (formerly Aunt Bertha).



HBM is used by direct service providers and individuals seeking direct services.



Let's Look at HBM Together!

You can visit the site on your desktop by going to

helpingbloomingtonmonroe.findhelp.com



For Individuals: Interacting with Programs



Bertha Grows: Community Gardens
by **Aunt Bertha Community Foundation** ✓

Bertha Grows: Community Gardens program provides resources and education to enable participating families to grow their own food for their own health and well-being and the benefit of their families, their community, and the...

Main Services: help pay for food, community gardens, nutrition education

Serving: all ages , all disabilities , families , low-income

Next Steps:
Call 832-274-8764 ext. 1234 .

📍 2.8 miles (Serves nationwide)

7514 North Mopac Expressway, Austin, TX, 78731

🕒 Open Now: 8:00am - 5:00pm ▼

MORE INFO ▼

★
SAVE

📍
SHARE

☰
NOTES

✎
SUGGEST

🗨️ CONTACT HERE

Create folders of
Favorite programs

Keep personal notes
about programs

Individual or Organizations: Referrals



Meals & Medicine - Nutrition Services
by Southeast Tennessee Human Resource Agency (SETHRA)

Nutrition Services provides at least one hot or appropriate nutritionally balance congregate or home-delivered meal a minimum of five days per week. Other nutrition services include nutrition...

Main Services: food delivery , nutrition education , counseling

Serving: adults , seniors

Next Steps:
Call 800-852-6155.
1.83 miles (serves your local area)
110 Gamble Lane, Jasper, TN 37347
Open Now : 8:00am - 5:00pm

MORE INFO ▾ SAVE SHARE NOTES SUGGEST REFER

SAVE SHARE NOTES SUGGEST REFER

Who is this for? For myself or my family
 I'm referring someone else

Your Name *
Erica Rodriguez

Your Email Address
erodriguez@auntbertha.com

Your Phone Number

Best way to reach you*
 Email
 Text message
 Phone call

Comment [Add a comment...](#)

My Consent *
 I agree to:

- Send my contact info and additional info to this agency, and
- Receive info **about this program** from the Find Help site (like steps to contact them, or messages sent to you from the program). [Learn how we keep your info safe.](#)

SEND

Important! We'll do our best to send them your information, but it's possible that we may not be able to reach the agency or get a quick response. *If you are in an emergency situation, call 911.*

Action for Orgs: Claim Your Program Listing



E-Meetings

by Families Anonymous

The Families Anonymous E-Meetings is an email (LISTSERV styled) discussion group and it is the largest and most active group in the fellowship with members from all over the world.

 Main Services: 12-step, peer support, virtual support

 Serving: anyone in need, adults, young adults, teens, seniors, individuals, families, parents, substance dependency

Next Steps:

Email TABW-On@mail-list.com to get services.

Serves nationwide

 Open Now: 8:00am - 5:00pm 

MORE INFO 



SAVE



SHARE



NOTES



SUGGEST

 NEXT STEPS

Favorites Lists: Make the Search Simpler

Create an Account

Create a list of Favorite Programs

Place a link to the folder on your website, make a QR code

You can easily print this list for folks



Trainings: 101 & 201

**Learn more about how
Helping Bloomington Monroe
works through online
trainings**

FindHelp (formerly Aunt Bertha) hosts regular 1-hr virtual trainings for organizations and interested individuals looking to learn how to make the most of all of the features a FindHelp network site offers.

[FindHelp 101 Trainings](#) cover the basics of each site (including HBM). They are held every 2nd Tuesday of the month from 12-1pm.

[FindHelp 201 Trainings](#) provide more in-depth knowledge of each network site and its features. They are held the 2nd Thursday of every month from 2-3pm.



2023 Goals

1. For all local direct service providers to have claimed their listings by Jan 1st, 2024, with a focus on organizations involved in Housing, Health, Financial Assistance, and Food (the Top 4 Search Categories in 2021-2022).
 2. Completion of the HBM Kiosk Project
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Analytics

How data can help us track needs, and interrogate inclusiveness



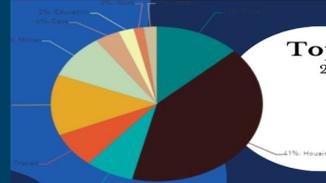
Helping Bloomington Monroe: 2022 in Review

9,030 Total Searches

January had the highest number of searches, followed by May and September.

4,421 Individual Users

Used Helping Bloomington Monroe in 2022.



Top Search Categories

2022's Top Search Categories were:
Housing (41% of Searches),
Health (13% of Searches),
Food (13% of Searches), and
Money/Financial Assistance (9% of Searches).

Top Search Terms

2022's Top Search Terms were:

Help Pay for Housing
Help Find Housing
Help Pay for Utilities
Food Pantry



There were 7,881 Program Interactions in 2022

Interactions are when an individual site user interacts with the information about a program (including clicking through to a website, or viewing hours).

There were 572 Program Connections in 2022

The website logs a connection whenever an individual has used HBM to make a referral, fill out a form, or send a direct message to a program.

Programs Claimed

120 Programs were Claimed in 2022

Claimed program listings were more likely to have accurate information listed. All of HBM's most engaged programs had claimed their listings.





HBM Updates

A Quarterly Newsletter



Over the pandemic, we lost contact with many of you. [Let's stay in touch through this quarterly newsletter.](#)

Get access to search data analytics, updates on our goals, and links to trainings on different site features.

IDB CHIP: Discussion of HBM as Resource

What are HBM's areas of strength and weakness when it comes to being an inclusive and accessible tool?

- > Resources can be updated consistently
- > Staff at direct service orgs already over-taxed.
- > Resources accessible from anywhere.
- > Resources only available if/when you have access to the internet.

How can HBM help the IDB CHIP with its goals while also learning from the work you are doing?