



Helping Bloomington Monroe Updates

October 2022

Connecting ALL people in need to the programs that serve them...with dignity and ease.

Introducing the
Helping Bloomington Monroe Updates
Quarterly Newsletter



HelpingBloomingtonMonroe.org is an online database of free and low-cost direct service providers and programs serving Bloomington and Monroe County, Indiana.

[Helping Bloomington Monroe \(HBM\)](#) was created through a collaboration between [FindHelp](#) (formerly Aunt Bertha), the [City of Bloomington Community and Family Resources Department](#), and the [Bloomington Health Foundation](#).

This quarterly newsletter will provide access to data from the website with the intent of keeping you up to date on what services our community is searching for. We'll also provide access to trainings from FindHelp, top tips on how to get the most out of your HBM listing, and examples of how local organizations are using Helping Bloomington Monroe to best serve their clients.

You are receiving this email because your organization has claimed its listing on HelpingBloomingtonMonroe.org, and registered this email as its contact address.

[If you know someone who should be receiving this newsletter, send them this link to subscribe.](#)

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HBM Organization Spotlight

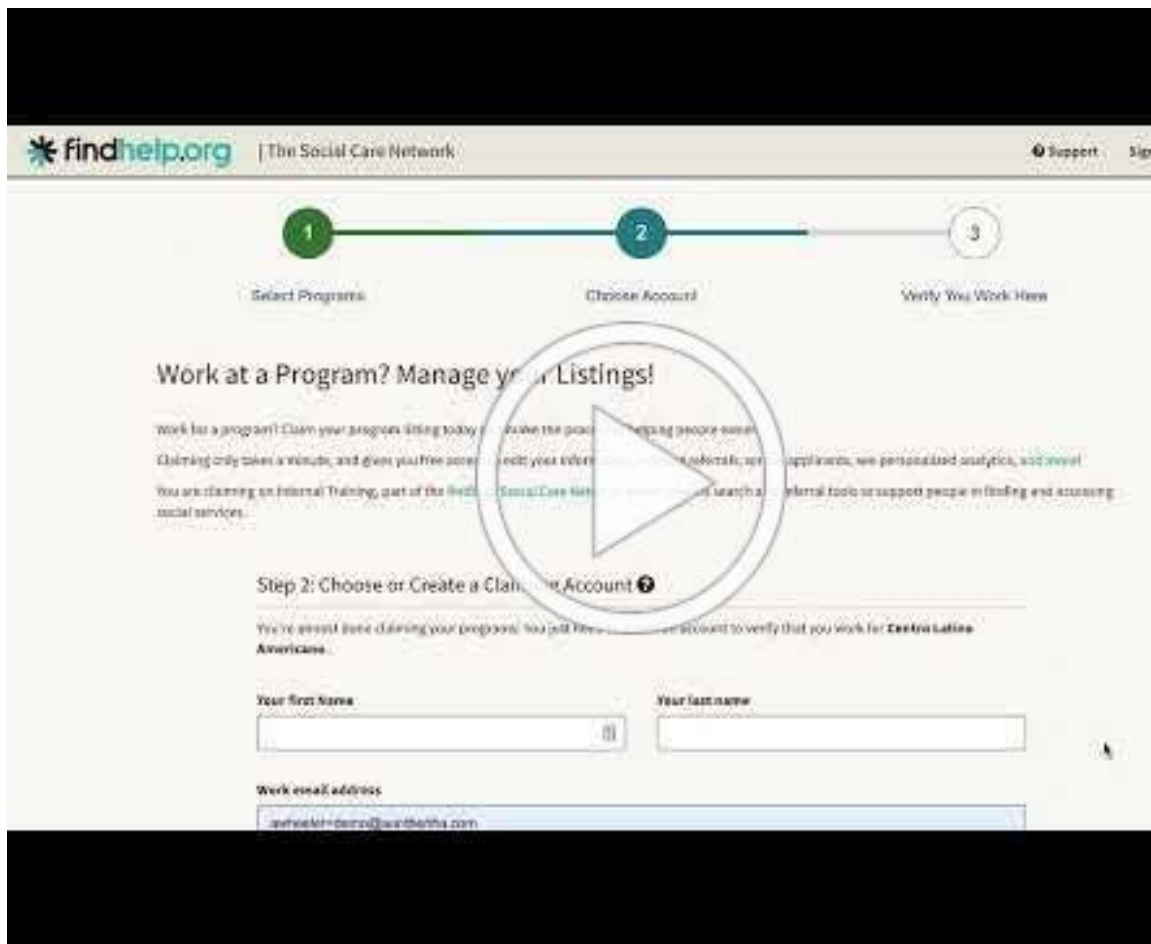
- Using HBM Data in the 2023 CFRD City Budget Presentation

Opportunities for Organizations

Claiming Your HBM Listing: How to Do it and Why

The best and simplest way to ensure that your services reach the people searching for them on Helping Bloomington Monroe, is to **claim your HBM program listing** and identify a staff member that can keep that listing up-to-date.

Watch the short video below to learn how to claim your program listing.



Why Claim Your Listing?

The only people who can make changes to an HBM listing in real time are organization employees that have claimed their program listing. Whatsmore, claiming your listing will allow you access to FindHelp's Site Analytics tools. Helping Bloomington Monroe keeps track of all the times people have connected with your listing (by clicking a phone number, email, or website url), giving you another easy way to track your organization's reach. **Claim your listing today!**

[Login/Create an Account to Claim Your Listing](#)

Certified Program Badge: Increase Your Program's Visibility on HBM

FindHelp Certification is a recognition of achievement with the FindHelp Platform (of which Helping Bloomington Monroe is a part). This opportunity is intended for people who are connecting others to services and people who manage program listings on a FindHelp Platform like HBM. The FindHelp Community Engagement team offers training sessions and a quiz that will allow individuals to become FindHelp Certified.

Here's how you can get certified:

- **Attend the 101 Training and the 201 Training (find links to the trainings below).**
- **Take a Quiz**
- **Score 70% or better, and become Certified!**



Programs that have been claimed and undergone the Certified Badge Program will see a certification icon on their program listings. **Their listings will appear higher on search results**, representing the most highly engaged organizations in the FindHelp Network!

Upcoming FindHelp 101 and 201 Trainings



FindHelp hosts regular **1-hr, virtual trainings** for organizations who want a more in-depth knowledge of the site and how to use it. Click on the training options below to register.

[Find Help 101 Trainings](#) are hosted the 2nd Tuesday of each month from 12-1pm

[Find Help 201 Trainings](#) are hosted the 2nd Thursday of each month from 2-3pm

By The Numbers

In this section of the newsletter, you'll find a **review of search and engagement trends for the previous quarter.**

Reviewing search and engagement trends on HBM is vital to understanding how our community is using HelpingBloomingtonMonroe.org.

In this first newsletter, we're reviewing Site Usage, Top Search Categories, and Top Search Terms from 2021. Then, we'll take a look at those same data categories for January-September of 2022.



Looking Back: HBM Search Activity in 2021



2021: A Year of Rocky Recovery

During 2021, the state of Indiana vaccinated millions of residents, ended expanded unemployment benefits, and experienced supply chain issues that caused shortages of everyday items. How did this impact our community needs? Below is a look at the search trends for 1/31/2021-1/31/2022.

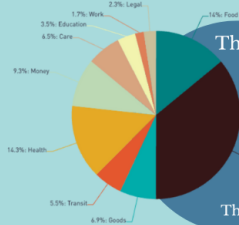
Site Usage in 2021

From January 31st, 2021 to January 31st 2022, 5,789 searches were done on HelpingBloomingtonMonroe.org. As the year progressed, use of the service increased. The number of searches done in January 2022 was four times the amount done in January 2021.

5,789
searches in 2021



Searches by Category | 2021-01-31 to 2022-01-31



2021 Searches by Category

The Top 3 Search Categories in 2021 were:

Housing (36%),
Health (14.3%),
and Food (14%).

These were followed by Money, Goods, and Transit.

Top Search Terms for 2021

Helping Bloomington Monroe's top search terms in 2021 were:

“help pay for housing,” (132 searches)
“help find housing,” (117 searches)
and “food pantry.” (114 searches)



January-September 2022

Search & Engagement Trends



6,812

Searches done on HBM

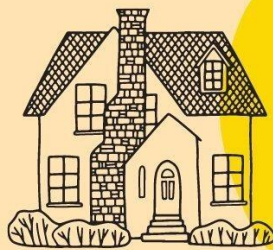
3,114 unique users made 6,812 searches on HBM from Jan-Sept 2022

Top 5 Search Categories



Housing (40.6%)
Food (12.9%)
Health (11.2%)
Money (9.5%)
Transit (8.4%)

Top 3 Search Terms



1. help pay for housing
2. help find housing
3. help pay for utilities

Top 3 Most Engaged Programs

These programs have gotten the highest number of clicks and interactions on the Helping Bloomington Monroe website from January-September 2022

1. Centerstone
2. Monroe County United Ministries
3. New Hope for Families

www.helpingbloomingtonmonroe.org

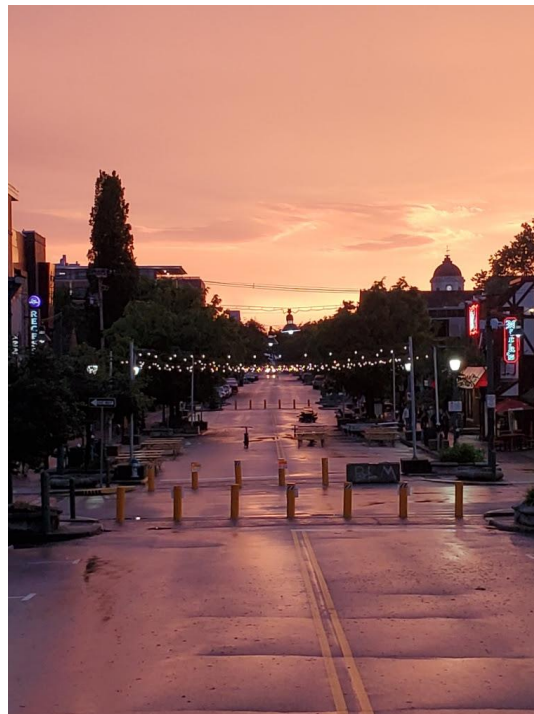
**Have questions about data analytics on Helping Bloomington Monroe?
Reply to this email or call 812-349-3430.**

HBM Organization Spotlight

HBM at the City of Bloomington Community and Family Resources Department: 2023 City Budget Hearing

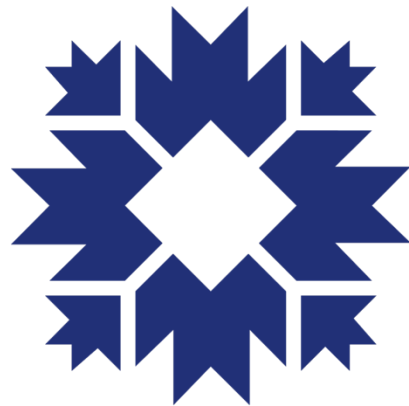
The mission of the City of Bloomington's Community and Family Resources Department is to improve the quality of life in Bloomington. CFRD addresses this mission through providing a variety of programs focused on supporting direct service providers, championing diversity and inclusion, and empowering individuals to engage with local government through coalitions, committees, and commissions.

To continually improve quality of life in any place, you have to keep your eye on what needs improving. Helping Bloomington Monroe's regular data analytics reports have been a valuable way for CFRD to track the needs of Bloomington residents. For example, the fact that Housing has been #1 in the Top Search Categories ranking on Helping Bloomington Monroe throughout 2021 and 2022 is a valuable piece of information to bring into discussions about how much staff time and department resources should be allocated towards programming that serves unhoused individuals.



With this in mind, the January 2021-January 2022 Helping Bloomington Monroe data on Search Trends (see above infographic) was presented to the Bloomington City Council during CFRD's 2023 Budget Presentation.

[Click here to watch the 2023 Budget Presentation for the City of Bloomington's Community and Family Resources Department](#)



CITY OF BLOOMINGTON
Community and Family
Resources

HBM at CFRD

The Helping Bloomington Monroe website is managed by the City of Bloomington's Community and Family Resources Department.

If you have questions about the site, feel free to contact us at 812-349-3430, or by email at aubrey.seader@bloomington.in.gov



CITY OF BLOOMINGTON



The Local Council of Women

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Commissioner Brown-Sparks

Community Advisory on Public Safety- City of Bloomington, Indiana

Substance Use Disorder Awareness Commission-Monroe County, Indiana

“Hunger Only For A Taste Of Justice”—Tracy Chapman