



aunt
bertha

→ **Serving People and
Nonprofits First**



→ Agenda

- Aunt Bertha Background
- Problem
- Florida Network
- Live Demonstration
- Next Steps and Questions



→ Your Hosts



Renée Rivers
Community Engagement Manager
Florida



→ **Our Mission:**

To connect all people in need and the programs that serve them (**with dignity and ease**).

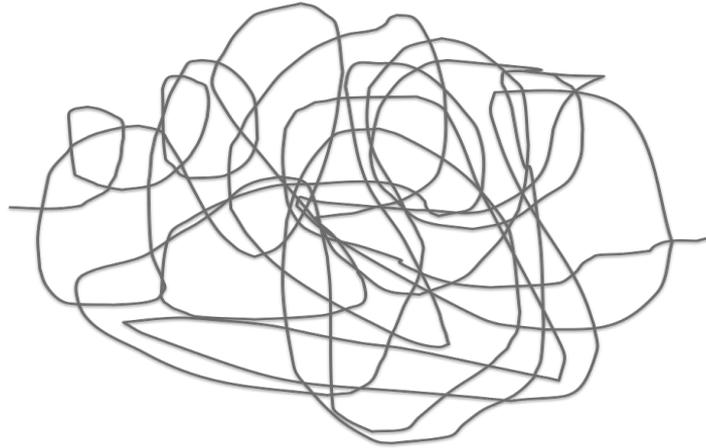


→ **Problem**



It's too hard to navigate the system.

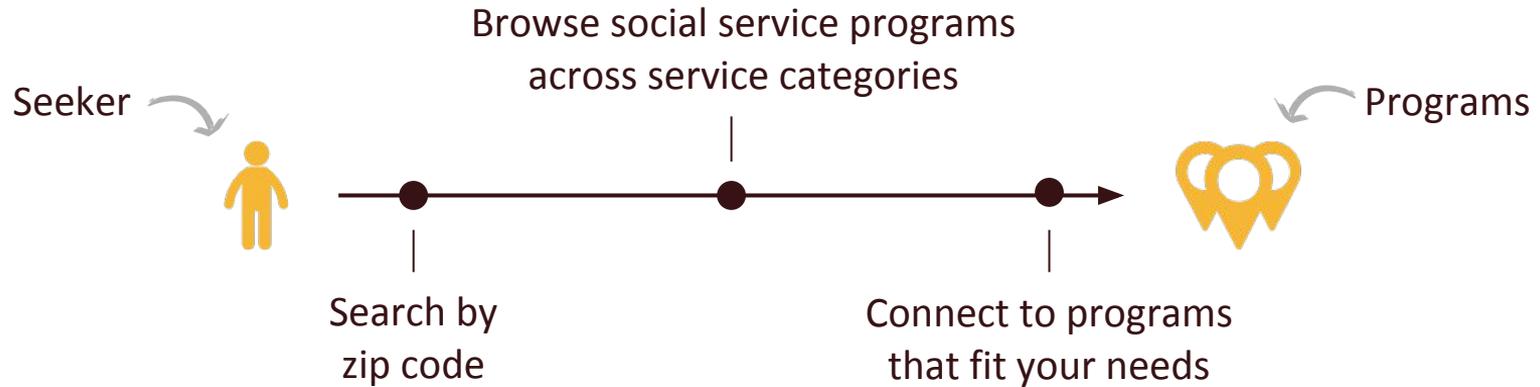
Seeker



Programs

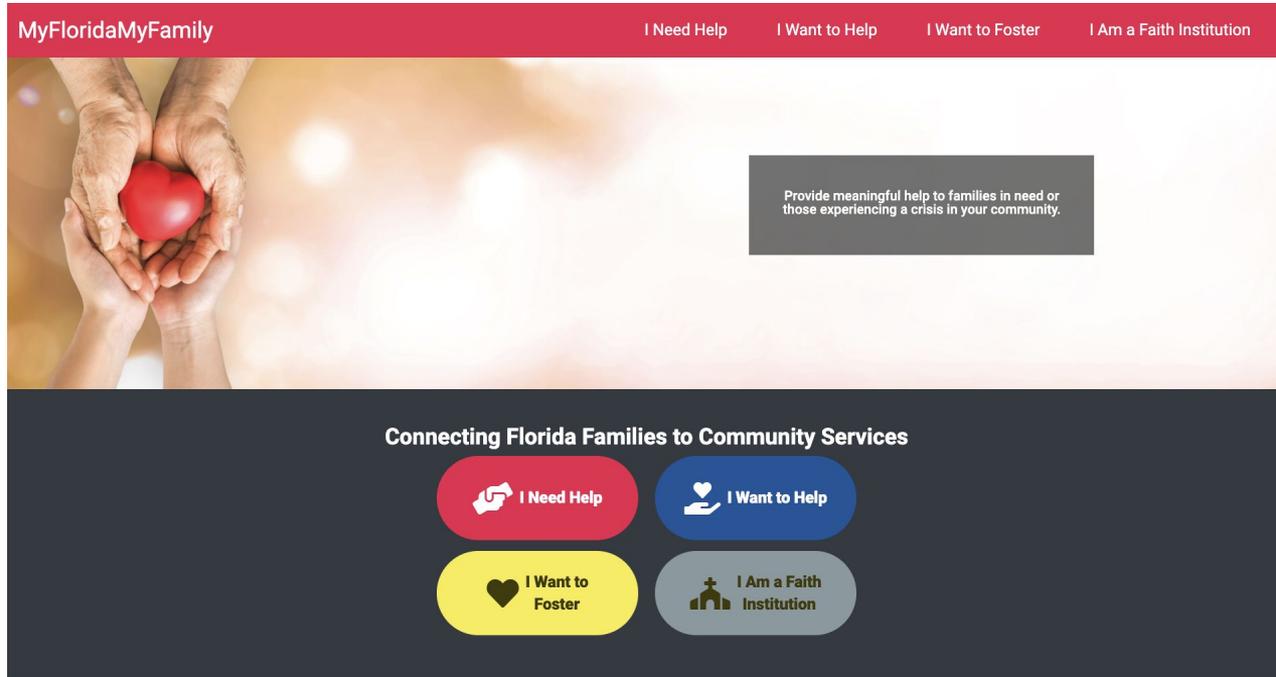


We're trying to make it easier.





What is MyFloridaMyFamily?



The Florida Department of Children and Families has launched the MyFloridaMyFamily landing page to help drive and support prevention-focused efforts for the health, safety, and well-being of families and the vulnerable and to champion the Governor's Faith and Community Based Initiative.



Picture Aunt Bertha as a house



We partner with healthcare, government, education, and criminal justice organizations to bring Aunt Bertha to local communities



Each of these organizations decorates their own 'door' into Aunt Bertha - including individual branding- but all doors lead to the same social care network!



| The Florida Network



Programs

13,395

Local

693

State

802

National

Claimed CBOs

565

Claimed Programs

1,036

Past Year Growth

37%



→ Data Operations Team

Based in Austin, Aunt Bertha's Data team that makes up **nearly a third of the company**.

They research programs and add them to the platform.

Every program on the database is reviewed by a member of the Data team.





Privacy & Security

Our Core Value:

Protecting seekers, and those that serve them, with dignity & ease

- AB is [HITRUST](#) certified
- [Terms of Use](#) & [Privacy Policy](#)
- Login required to send referrals
- Limited data set shared via a referral connection - Name, preferred contact (email, phone)
- Programs control additional information they're requesting

Confirm Consent *

I have verbal consent from the person or their guardian (if under 18) to:

- Send their contact info and additional info to this agency, and
- Send them info **about this program** through the Aunt Bertha Enterprise Demo platform (including any responses sent to them by the program).



→ **Who uses Aunt Bertha?**



Seeker

Individual searching
for services



Community-Based Organizations (CBOs)

Providing services to Seekers and
the community



Helpers

Navigate to resources,
identify programs



The Network



I Need Help

DCF has partnered with AuntBertha to develop an online directory of local resources.
To find out more about AuntBertha, watch this short video.



Find Assistance

SEARCH



About This Service Directory

DCF has partnered with AuntBertha.com to develop an online platform that is providing counties with a comprehensive online directory of local resources that will help strengthen families. If you are a provider, click on [Claim Your Listing](#) to ensure you are listed.

Search by zip code above to locate resources near you.



Claim Your Listing

If you founded, run, work for, or are otherwise affiliated with a Community Based Organization that has a program listed on Aunt Bertha, you can [Claim Your Listing](#) in just a few easy steps. If you find you are not already listed, you can [Suggest Your Service](#) under Claim

Your Listing.

Claim Your Listing today!





→ Free Intake Management Tools

We provide a suite of tools for any community partner that claims their listing on our platform.

21,200

Community Partners signed up for our tools.



Program claiming and management



Screening and referral processing



Availability and appointment scheduling



Analytics and reporting



Team support



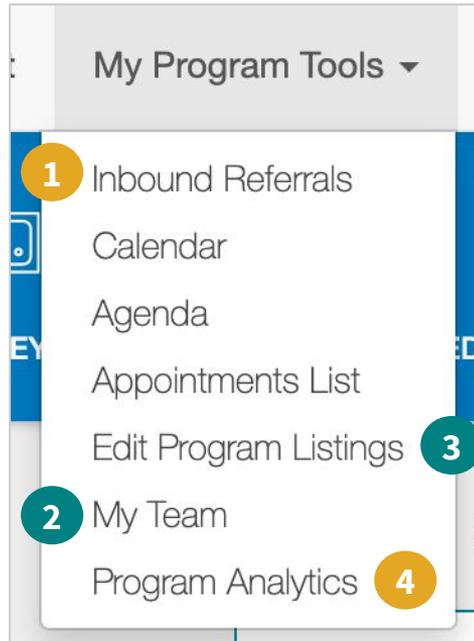
After Your Claim → Free Tools

1. Inbound Referrals

View and respond to anyone reaching out to your programs through the platform.

2. My Team

Give members of your organization access to your programs without having them go through the claims process.



3. Edit Program Listings

Make changes and updates to your programs, hours and locations, and contact information.

4. Program Analytics

See the impact your Aunt Bertha listings are having in the community.



Impact Reports

Analytics / Claimed Program Dashboard

FILTERS (3) ▾ Claimed_Program_Filter Bertha Claims Aggregation Monthly DateRange 90 Days

338

Times your program has shown up in search results

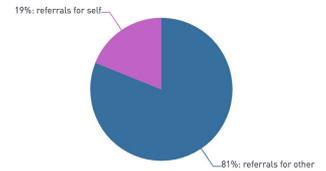
68

People who had your program returned in search results

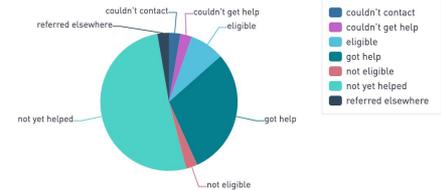
37

Total Electronic Referrals Made to Your Program through Aunt Bertha

Personal vs Shared Referrals



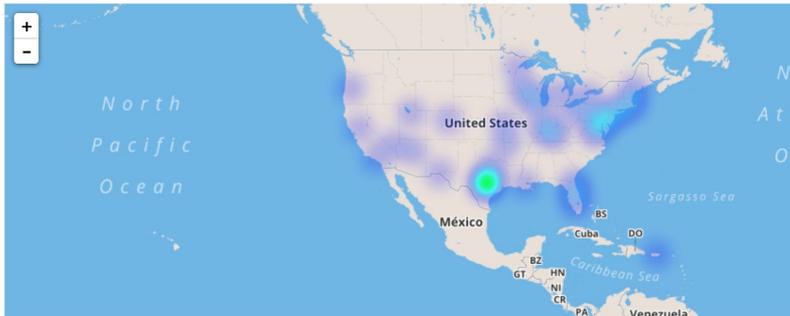
Referral Statuses



Breakdown of Referral Status

	STATUS	COUNT
1	not yet helped	19
2	got help	11
3	eligible	3
4	couldn't contact	1
5	referred elsewhere	1
6	couldn't get help	1
7	not eligible	1

ZIP Codes people searched to find your program





→ **Next Steps**



Claim Programs

Legal Services for Immigrants

by Mil Mujeres



Mil Mujeres is a 501(c)(3) non-profit organization founded in 2007 to provide legal services and community education and empowerment to low-income Hispanic immigrants and their families in

Main Services: [navigating the system](#), [advocacy & legal aid](#), [citizenship & immigration](#), [understand government programs](#), [translation & interpretation](#)

Serving: [all ages](#), [immigrants](#), [undocumented](#), [families](#), [low-income](#), [limited english](#), [latino](#), [spouses](#), [parents](#), [trauma survivors](#), [abuse or neglect survivors](#), [domestic violence survivors](#), [human trafficking survivors](#), [sexual assault survivors](#), [with children](#)

Next Steps:

Call [404-902-6045](tel:404-902-6045) (your nearest location) or contact or go to the [nearest location](#).

19.49 miles (serves your local area)

399 Peachtree Road Northeast, Atlanta, GA 30342

Closed Today See open hours

MORE INFO



SAVE



SHARE



NOTES



SUGGEST

REFER



When you log in, you'll see you're a claimer!

The screenshot shows a website header with a navigation bar. On the left is a 'Support' link with a question mark icon. In the center is a dropdown menu labeled 'My Program Tools', which is highlighted with a yellow circle. To its right is a 'People I'm Helping' dropdown. On the far right, a teal circular profile icon contains the initials 'ES' and the name 'Emily' with a downward arrow.

Below the header, the main content area features a search prompt: 'Search for **free or reduced cost** services like medical care, food, job training, and more.' Below this is a search input field with the text '90210' and a yellow 'Search' button with a magnifying glass icon. A small teal box below the input field displays '3,334,568 people use it (and growing daily)'. A horizontal line separates this from a footer note: 'By continuing, you agree to the [Terms & Privacy](#).'

At the bottom of the page, there is a teal footer bar. On the left is a 'Select Language' dropdown menu. On the right is a list of links: 'Browse Programs', 'Suggest Program', 'Claim Programs', 'For Nonprofits', 'About Us', 'Accessibility', 'Terms', and 'Privacy'.



Invite Your Team

Manage Team

[+ Invite Team Member](#)

Show entries

Show Deactivated Users

Search:

Contact Info	Languages	Programs	Invite Sent	Invite Accepted	
Jazmin Hicks jfrias-hicks@auntbertha.com	None Selected	Admin Aunt Bertha: Bertha Healthcare Clinic			Edit Deactivate
		Admin Aunt Bertha: Bertha Housing Authority			
		Admin Aunt Bertha: Bertha Employment Training			
Hannah Thompson hthompson@auntbertha.com	English	Admin Aunt Bertha: Bertha Healthcare Clinic			Edit Deactivate
		Admin Aunt Bertha: Bertha Claims	Sent 1/10/20		
		Admin Aunt Bertha: Bertha Housing Authority	by Christen Geiger	Accepted 1/10/20	
		Admin Aunt Bertha: Bertha Employment Training			



What information do you need?

My Program Tools ▾ People I'm Helping ▾ HT Hannah ▾

- Inbound Referrals
- Calendar
- Agenda
- Appointments List
- Edit Program Listings
- My Team
- Program Analytics

in need are reaching out, we are sending

Options

Edit Program	Edit Contact Settings	Edit Hours/Locations
Edit Program	Edit Contact Settings	Edit Hours/Locations
Edit Program	Edit Contact Settings	Edit Hours/Locations
Edit Program	Edit Contact Settings	Edit Hours/Locations



- Pass along their name, phone, and email address with One-Step Referrals (free, default)
- Gather more info about eligibility with a customized Screening Form (free)
- Let them schedule an appointment (free, must set up available times)
- This program can't help people who make contact through Aunt Bertha
- We want to link them to an existing application, scheduler, or contact form

What address should we send their info to *

erodriguez@auntbertha.com; hthompson@auntbertha.com; apico@auntbertha.com



We won't publish this address anywhere.



Suggest a Program

Suggest a Program

First, let's do a quick check!

Fill out the form below with any information you have, and we'll check more.

[Do you have more than 10 programs to suggest?](#)

Program or Provider Name

State program serves

Phone Number

Website

ost services like medical

more.

[Browse Programs](#)

[Suggest Program](#)

[Claim Programs](#)

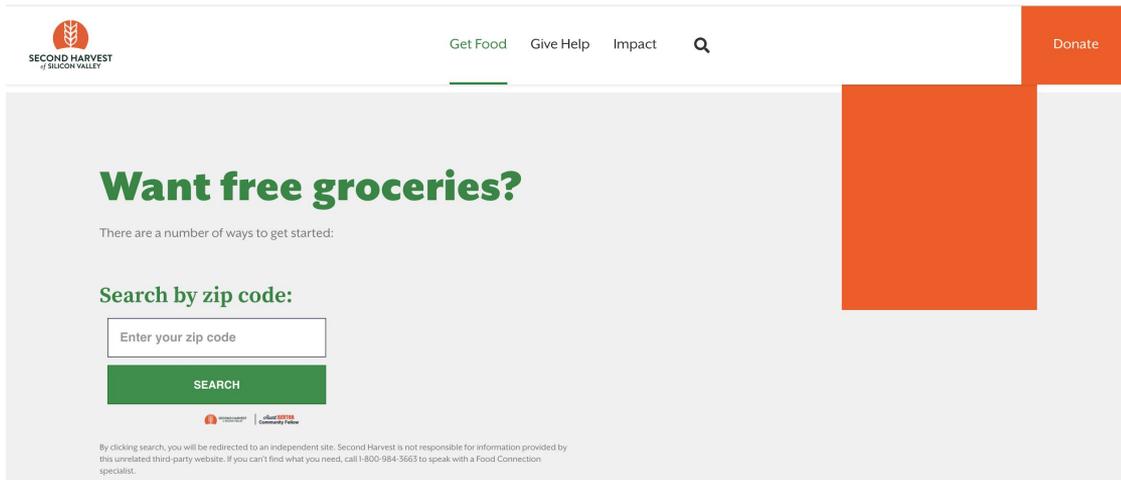
[For Nonprofits](#)



Spread the Word!

Share this free resource
with your community:

- Postcards
- One Pagers
- Free search box





Contact Your Community Engagement Lead



Renée Rivers
Community Engagement Manager

1:1 meetings can be used to...

- In depth walk through of features
- Understand how your organization serves individuals *today* and where new tools can fit in
- Answer additional questions



Next Step Summary

1. Claim programs
2. Accept and send referrals
3. Suggest programs
4. Schedule 1:1 meeting



→ **Questions?**



→ *“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”*

-Margaret Mead