



Hello,

Welcome to the 34th edition of our 211 newsletter, where we share information on 211 services and benefits, funding updates, and opportunities for you to become an advocate for 211.



## 211 Lake County has made more than 100,000 connections to help!

United Way of Lake County's 211 has reached the 100,000 contacts milestone, which means we've made more than 100,000 connections to help since launching the service less than two years ago. The community has embraced 211 as Lake County's one-stop shop for help and awareness continues to grow.

211 is an easy to remember, three-digit number that connects people to expert, caring help, including the best local resources. The information and referral service accesses a database of more than 1,500 health and human service organizations serving our community, as well as federal, state and local aid.

211 is multilingual with English and Spanish speaking staff, and a professional 24-hour phone interpretation service for over 150 languages. Two-way texting is available in English and Spanish. 211 is always open, always confidential, and always free.

Anyone needing help in Lake County can connect to 211 by dialing **2-1-1**, texting their zip code to **898211**, or visiting the website at [211LakeCounty.org](http://211LakeCounty.org).



## 211 Advisory Council Meeting

The **211 Advisory Council** met on August 6th for its quarterly meeting to review 211 program results for the second quarter of 2021, including key metrics by goal, trend information on 211 contacts and needs presented, and specific 211 project results.

There was an update on recent happenings and an in-depth discussion on 211 marketing and community engagement activities and plans for the coming year.

We would like to welcome the newest 211 Advisory Council members: Betzy Berganza – YWCA, Sol Cabachuela – Mundelein High School and Village of Mundelein, Kevin Doyle – Catholic Charities, Marc Jones – Waukegan Township, Mary Lockhart White – Community Action Partnership, Holly Kim – Lake County Treasurer’s Office, and Billy McKinney – City of Zion. We look forward to their involvement! The Council will reconvene in November.



## New 211 PSA campaign highlights hope for those in crisis

We are proud to support this incredible public service advertising campaign from United Way and the Ad Council to spotlight the many benefits of **211**.

The *Guiding Light* campaign reminds people that when times are dark, 211 can be the guiding light for mental health and other resources. Our expert navigators are standing by and ready to guide people to the help they deserve in their moments of need. Call **211**, text your zip code to **898211** or visit [211LakeCounty.org](https://211LakeCounty.org) to learn more.

Check out this new 15-second ad highlighting Mental Health resources, which also can be found in the **211 Toolkit**:



## Charla con el



PRESENTADO POR  
SARA MARTINEZ



### Chat with 211: “Charla con el 211”

Last month, we launched a new Facebook talk show series, *Charla con el 211*, featuring our 211 ambassador Sara Martinez and special guests from the Latino community talking about 211.

Our second special guest was Betzy Berganza, Director of Health Services Program at YWCA Metropolitan Chicago, talking about how everyone in Lake County can benefit from this vital community resource. If you missed the episode, you can [watch it here](#) with English subtitles.

Tune in again next week on **Thursday, September 2 at 7:00 p.m.** for our third episode of *Charla con el 211* featuring Oscar Zepeda, Editor in Chief, *Puro Futbol Newspaper*.

**211**  
United Way of Lake County

**211 Lake County  
Year Two Review**

**Thurs, September 23, 2021  
1:00 – 2:30 p.m.**



## Celebrate the second anniversary of 211 in Lake County

United Way of Lake County is proud to celebrate the second anniversary of 211 services for Lake County. Join with community leaders and stakeholders to learn how 211 has grown to become a lifeline for people across the county seeking help meeting basic needs.

You'll hear about 211's measurable impact, data on community-specific needs, and the results we have seen in year two during this critical time of the pandemic. You'll also hear stories of how 211 has made a real difference for community members, employers, agencies and local government. Marc Jones, Waukegan Township Supervisor, will moderate a panel of local leaders discussing how 211 more efficiently guides people to available resources to help improve lives, including a more in-depth discussion on the top needs and solutions to address them.

Help us recognize the incredible support and collaboration of so many individuals, employers, community leaders and partners who have joined with us to bring this vital service to Lake County and celebrate the results we've achieved together.

**REGISTER**



## Thank you, Maureen Murphy!

Congratulations to Maureen Murphy on her retirement from Catholic Charities following a long and impactful career. For nearly 27 years, Maureen has devoted herself to helping people facing poverty and ending homelessness and has developed many successful programs to address these needs. She is a recognized leader in the agency and Lake County communities.

Maureen strongly believes in partnerships and has served as President of the Lake County Human Services Council and is a founding member of the Lake County Alliance for Human Services.

Maureen's partnership with United Way of Lake County was instrumental in helping us fulfill a decades-long vision of delivering a best-in-class 211 solution here in Lake County and she continues to be a huge advocate. Maureen served on the 211 implementation and service delivery task forces, and currently serves on our 211 Advisory Council.

Maureen's work has truly made a lasting impact, and one that has changed Lake County for the better in so many ways. Please join us in congratulating Maureen on her retirement!

## Our Community of 211 Donors

Thank you to our community partners and many individuals for their generous financial support to help us sustain 211 for Lake County. [View our list of funding partners here.](#)

## How can you help?

1. Share this email and encourage your network to [opt-in to 211 communications](#).
2. [Help sustain 211 with an online donation](#).
3. Follow United Way of Lake County on social media to receive more timely 211 updates.



Best regards,

**Deanna Olmem**

Manager, 211 and Safe & Stable Families