



Hello,

Welcome to the 28th 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.

### Lake County Recognizes February 11 as '211 Day'

In special recognition of United Way of Lake County's 211 helpline, earlier this month the Lake County Board proclaimed February 11 as "211 Day" in Lake County, Illinois. We are grateful to Lake County government for its key partnership and generous support of our 211 service, as well as the many partners and individuals who have contributed to help make 211 a reality for our community.

Watch as Lake County Board Member Linda Pedersen reads the special recognition of 211, followed by remarks from Deanna Olmem and Quinton Snodgrass from United Way of Lake County, as well as Lake County Board Chair Sandy Hart.



### From Hello to Help: 211 Is Here!

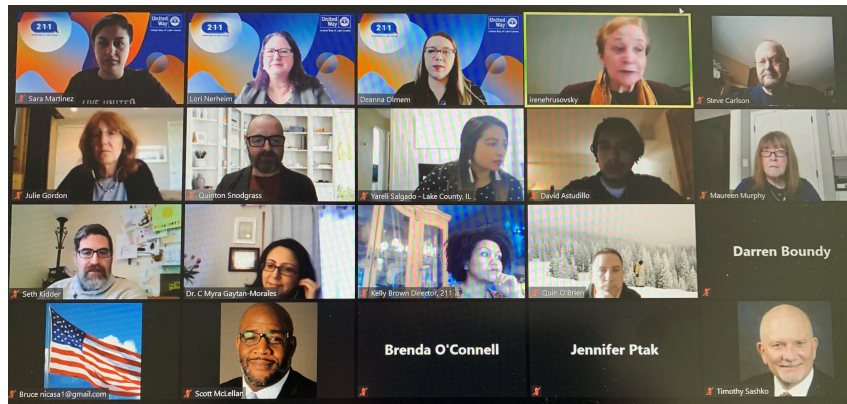
United Way of Lake County celebrated "211 Day" with a public awareness campaign on our social media platforms. The new theme, "From Hello to Help: 211 Is Here," reinforces that through 211 people have access to a real person who will help them find and navigate available resources.

The collaborative campaign was aimed at continuing to educate our community about 211, as well as thanking our many partners for all they have accomplished this past year and recognizing our 211 team members who answer the call every day. This year's festivities were especially heartwarming as we continue to battle the pandemic. Call volume and needs remain high as many people are struggling to meet basic needs. Thank you to everyone who joined in to share posts and help spread even more awareness about this essential service available to everyone in Lake County. Even in times when we must be six feet apart, help is only three buttons away.



## 211 Advisory Council

The [211 Advisory Council](#), comprised of leaders from nonprofit agencies, local government, utilities, health care and other sectors, as well as United Way of Lake County Board and staff, met on February 5th to share recent happenings, as well as discuss the latest 211 results, the ServicePoint Referral Network and the COVID Housing Relief Program.



The council meets quarterly to share progress towards 211 strategic goals, review recent data and impact, discuss plans for continued promotion and community engagement, and ideas to increase sustainability of 211 for years to come. Thank you to everyone involved for their thoughtful input and advice as we advance our vision of 211 being a vital, trusted community resource for Lake County.

## We Want to Hear from You!

United Way of Lake County is committed to quality and always striving to improve our 211 services. Recently a landlord, who was trying to help her non-English speaking tenants, contacted us to suggest a simple change to the script for language interpretation services to make it easier for monolingual speakers. Since implementing this change, 211 received 94 calls on that line in the first month.

If you have any questions, comments, feedback or suggestions, [click here](#). We would love to hear from you!

## Our Community of 211 Donors

Thank you to our community partners and individual donors for their generous financial support in bringing 211 to our community. [View our full 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 to sustain 211 in its second year!](#)
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