



Hello,

Welcome to the 33rd 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.

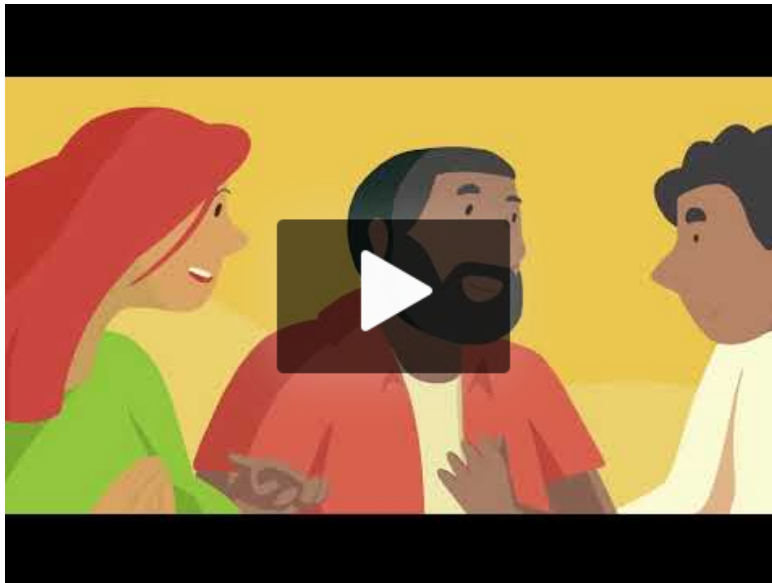


The “Guiding Light” 211 PSA Campaign

United Way Worldwide recently launched a national public service advertising campaign, in partnership with the Ad Council and underwritten 100% by the Rockefeller Foundation, to spotlight the many benefits of **211**. The *Guiding Light* campaign aims to encourage people who may still be feeling the economic, social, and other impacts of the pandemic to contact 211 for support and resources. The advertising campaign in both English and Spanish emphasizes top needs requested by 211 such as food assistance, help paying bills, health care answers and mental health resources. The main message is that 211 can be the guiding light when times get dark. You’re not in this alone.

We are excited to see how this new campaign will help raise awareness of 211 in Lake County, which will lead to more people getting connected to the help they deserve in their moments of need.

Check out the new 60-second English ad:



Charla con el



PRESENTADO POR
SARA MARTINEZ



Chat with 211: “Charla con el 211”

Earlier this 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 first guest was Jose Rodriguez, host of the Spanish radio show *Union Latina* on TUDN Radio WKRS 1220-AM. If you missed the premiere, you can [watch it here](#).

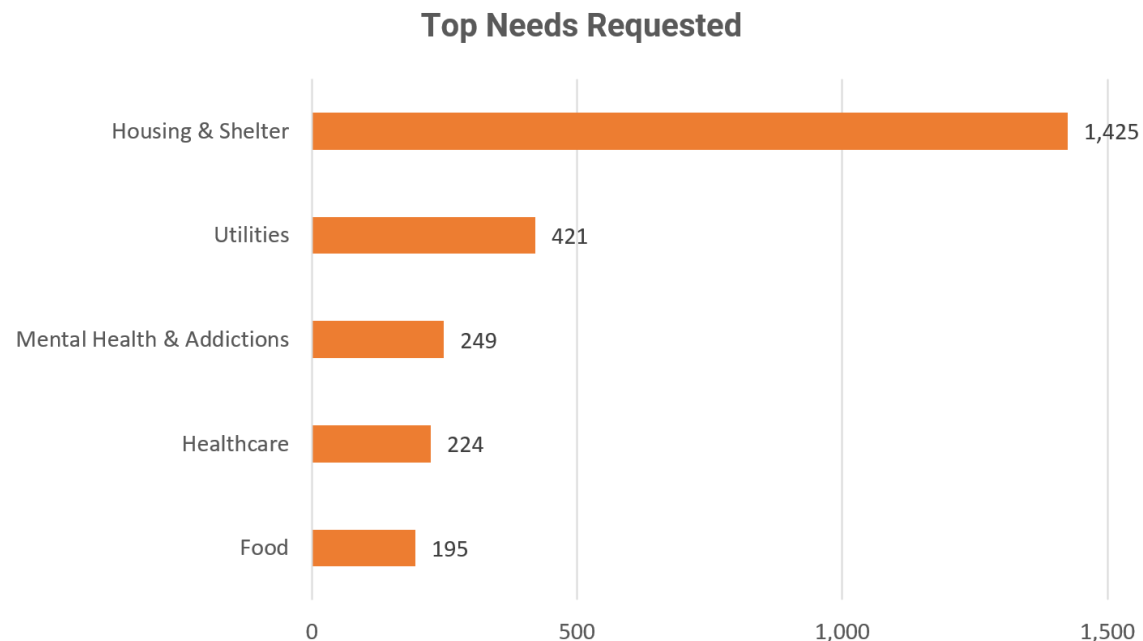
Tune in again next week on Tuesday, August 3 at 7:00 p.m. for our second episode of *Charla con el 211* featuring Betzy Berganza, Director of Health and Human Services, YWCA Metropolitan Chicago.

211 Second Quarter 2021 Results

United Way of Lake County’s second quarter (Q2) 2021 report is [now available for download](#). The report provides a snapshot of the demographic data and top needs requested from 211 between April 1, 2021 and June 30, 2021. The goal of this report is to share a quarterly overview of 211 data on top community needs and the populations we serve in Lake County.

During this time, 211 received a total of 2,494 calls and texts with 3,320 needs requested. This was a 9% decrease in calls and texts compared to the prior quarter, and a 27% decrease in needs. In addition, 7,605 users visited the [211LakeCounty.org](#) website with 9,219 web sessions.

The top reasons people contacted 211 were:



As compared to the prior quarter, Housing & Shelter and Utilities remain the top two needs, while Mental Health & Addictions has shifted to #3 ahead of Healthcare and Food.

Reports are compiled using anonymous data provided by the 211 Contact Center at Interface Children & Family Services and the 211 Lake County database, as well as website analytics. The reports are intended to assist with proactive community planning and informed decision-making.



Need Help Paying Rent or Utility Bills?

Are you unable to afford your housing costs in Lake County because of the pandemic? If so, you may qualify to get help paying your rent and utility bills.

The Lake County Federal Emergency Rental Assistance Program (FERA) provides rent and utility assistance for eligible households financially impacted by the pandemic. To learn more about the program, including who is eligible, [click here](#). You will need to fill out an [online application](#) and provide evidence of income and expenses. If you have questions or need help with your application, call 211 or text your zip code to 898211.



Get Kids Covered

The best way to protect kids is to keep them covered. Illinois' Medicaid and Children's Health Insurance Program (CHIP) offer free or low-cost health coverage that cover doctor's visits, hospital stays, prescriptions, vaccines and more. Enrollment is open 365 days a year. Call 211 or text your zip code to 898211 to find out more.



Back-to-School Events

Reminder to 211 Service Providers: If you have a back-to-school event in support of Lake County children, be sure to submit your information to 211 so that we can provide information and referrals to families needing assistance. Send us details at 211LakeCounty@icfs.org.

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 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