



Hello Jennifer,

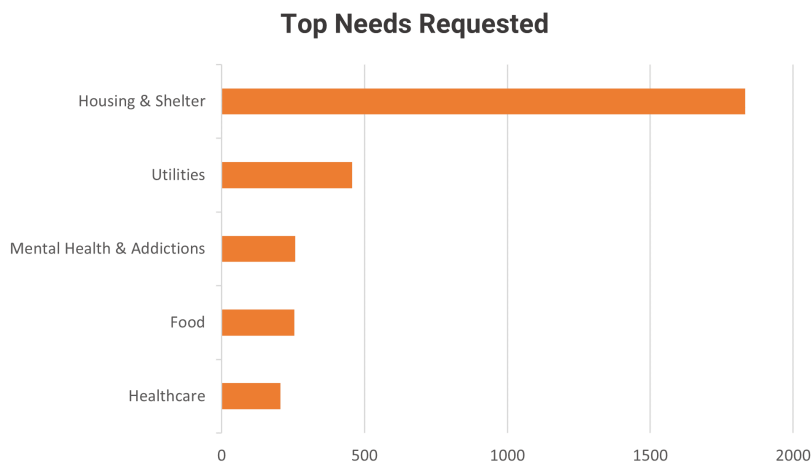
Welcome to the 37th edition of our 211 newsletter, where we share information on 211 services and benefits, funding updates, and opportunities for you to become an advocate for 211.

### 211 Third Quarter 2021 Results

United Way of Lake County's third quarter (Q3) 2021 report is [now available for download](#). The report provides a snapshot of the demographic data and top needs requested from 211 between July 1, 2021 and September 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 2,395 calls and texts with 3,863 needs requested. This was a 4% decrease in calls and texts compared to the second quarter, and a 16.4% increase in needs. In addition, 9,020 users visited the 211LakeCounty.org website, an 18.6% increase over prior quarter, with 10,842 web sessions.

The top reasons people contacted 211 were:



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.



## 211 Provider Survey Results

United Way of Lake County conducts a semiannual survey of 211 service providers to gather feedback on what they think about our services. Here are a few things we learned from those who responded to the most recent survey conducted in October:

- **85%** strongly agree/agree 211 is a trusted resource! This is an increase from 82% in the prior survey.
- **83%** strongly agree/agree 211 has provided information that has helped their staff's efficiency and effectiveness. This is an increase from 77% in the prior survey.
- **78%** of agencies that have received referrals from 211 report referrals are always/usually appropriate. This is fairly consistent with 79% reported in the prior survey.
- **77%** of agency staff knows always/usually when to appropriately refer clients to 211. This is unchanged from the prior survey.
- **72%** of agencies have promoted 211 via newsletters, social media, literature or other approaches. This is an increase from 68% in the prior survey.

## 211 Advisory Council Meeting

The [211 Advisory Council](#) met on November 5th for its quarterly meeting to review 211 program results for the third quarter of 2021, including key metrics by goal, trend information on 211 contacts and needs presented, and specific 211 project results.

Nicasa Behavioral Health Services provided an agency update and highlighted an increase in the number of people seeking services. There was an update on recent happenings, including a recap of the year two review and annual report, newly expanded 211 promotional toolkit, national data platform grant and project, and state 211 efforts. The council also reviewed the findings and opportunities from recent Black community listening sessions.

Welcome to our newest advisory council member, Anne King, Northwestern Medicine's new director of Community Services for Lake and McHenry counties. We look forward to her involvement.

The council will reconvene on February 25th.



## Let 211 Be Your Guiding Light

We're proud to share this powerful public service announcement from United Way and the Ad Council to spotlight the many benefits of 211.

Whether you lost your job during the pandemic or you're experiencing another financial or emotional hardship, you don't have to go through it alone. The 211 team is here to help. From food assistance and help paying bills to health care answers and mental health resources, 211 can be the guiding light when times get dark. Call **211**, text your zip code to **898211**, or visit **211LakeCounty.org** to learn more.



PRESENTADO POR  
SARA MARTINEZ



### Chat with 211: "Charla con el 211"

The fifth episode of our new Facebook talk show series, *Charla con el 211* (aka "Chat with 211"), premiered on November 11th. Our 211 ambassador, Sara Martinez, was joined by special guest, Carla Gutierrez LCSW, Program Director at Catholic Charities and President of the Coalición Latinos Unidos de Lake County.

The show is aimed at raising awareness of 211 in the Latinx community. 211 is a free, confidential service with English and Spanish-speaking staff. It's open 24/7 and accessible for everyone in Lake County, regardless of immigration status. When you contact 211, you'll be connected to a real person who can answer your questions and guide you to the right place. Watch to learn more about this vital, trusted community resource.





## Help Improve and Save Lives in Lake County

Your support of United Way of Lake County's 211 helps improve and save lives right here in our very own community. **Now through December 23, you can DOUBLE YOUR IMPACT for our neighbors and children who need help now more than ever.**

211, Lake County's new one-stop shop for help has been a lifeline for so many in our community. 211 has guided more than 100,000 people and families to essential health and human services by phone, text and online in just its first two years of existence. Throughout the pandemic, our neighbors have been increasingly relying on 211 to meet growing and more complex needs.

A gift to United Way of Lake County will make it possible for us to sustain 211 for years to come. This year, your gift goes further thanks to Healthcare Foundation of Northern Lake County who is **matching all new or increased gifts up to \$10K** through December 23.

Make a Gift

### Attention Service Providers

Reminder to service providers offering holiday food baskets, turkey certificates, winter coats, or toys and gifts for families in need, please be sure to submit information to 211 by emailing [211LakeCounty@icfs.org](mailto:211LakeCounty@icfs.org) with details.

### Supporter Spotlight

*"Healthy communities are strong communities—and it starts with access to health care and human services. Aetna Better Health® of Illinois is proud to be a community partner with United Way of Lake County's 211 service, connecting residents to the answers and resources they need to live a healthier life."*



Aetna Better Health® of Illinois

## 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