



Hello,

Welcome to the 43rd 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.

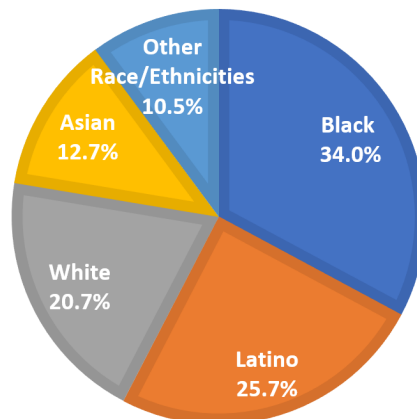
## 211 Lake County Community Awareness Survey

One of our goals has been to increase awareness of 211 within the Lake County community. To that end, United Way of Lake County recently commissioned the Center for Governmental Studies (CGS) at Northern Illinois University to conduct a survey of Lake County residents to gather awareness, usage and opinions of 211.

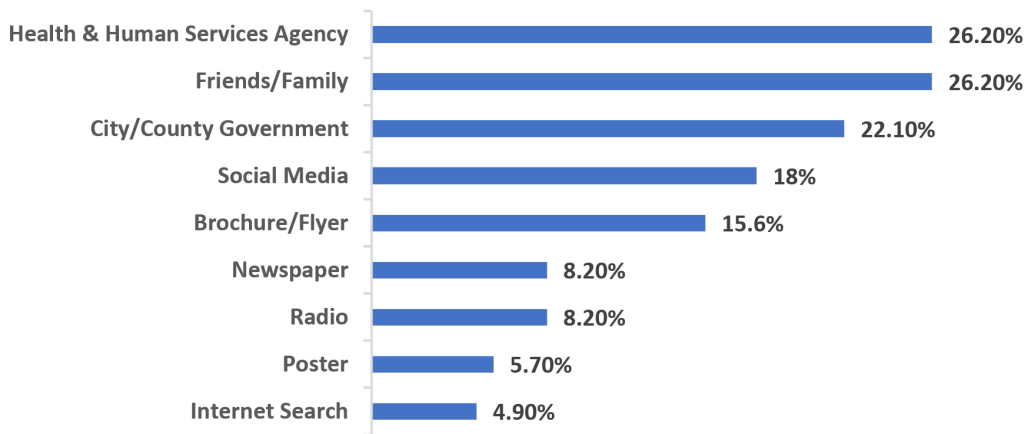
**The key findings of the survey are:**

**21.5% of Lake County respondents indicate that they have heard of 211.** This compares to 40% of respondents nationally. We are thrilled with this result given our goal was 15% rate of awareness, and 211 has only been in existence for two years in Lake County while other areas in the United States have had 211 for more than 25 years.

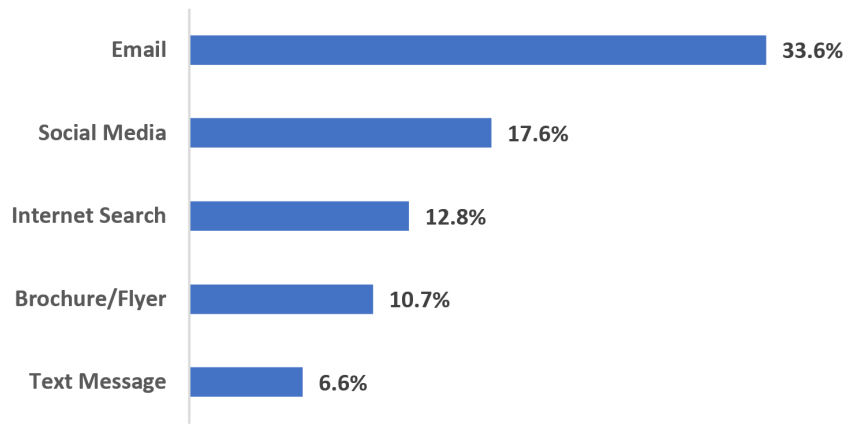
### AWARENESS BY ETHNICITY



Those respondents who are aware of 211 were asked how they found out about it. The most frequently reported methods are:



All respondents were asked what their preferred method is of receiving information about 211. The most preferred methods are:



**65% of respondents report they would be likely to use 211 if they or someone in their household needed help, with more than one-third or 36.3% being very likely.**

**77.6% of respondents think 211 is valuable to their community.**

The survey findings will allow us to set a benchmark rate of awareness to measure our progress against, guide our marketing and community engagement efforts, and help us plan for the future of 211 in Lake County.



**United Way of Lake County**  
**Summary of 211 Quarterly Data**  
**January 1 – March 31, 2022**

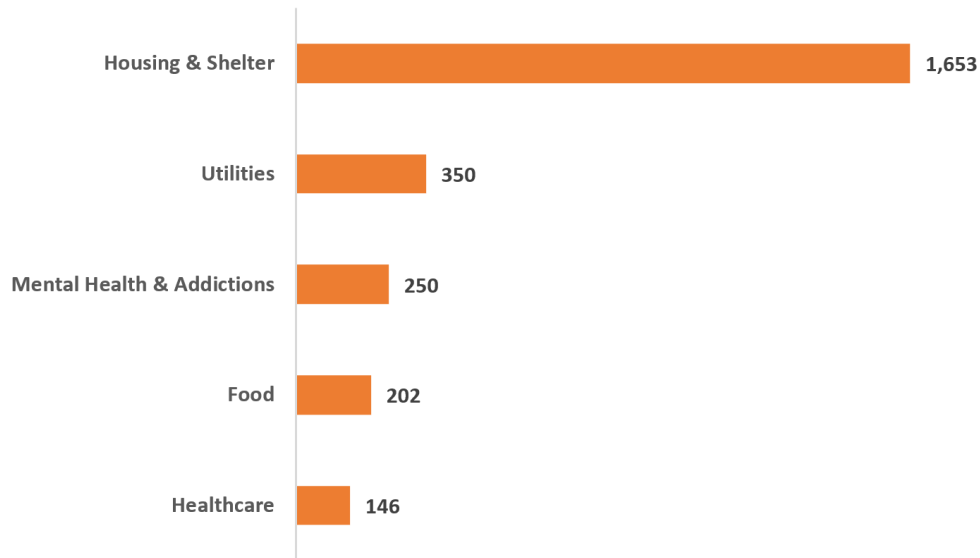


## 211 Results for First Quarter 2022

United Way of Lake County's first quarter (Q1) 2022 report is **now available for download**. The report provides a snapshot of the demographic data and top community needs requested from Lake County's 211 between January 1 and March 31, 2022. The goal of this report is to share a quarterly overview of 211 data on top community needs and the populations we serve here in Lake County.

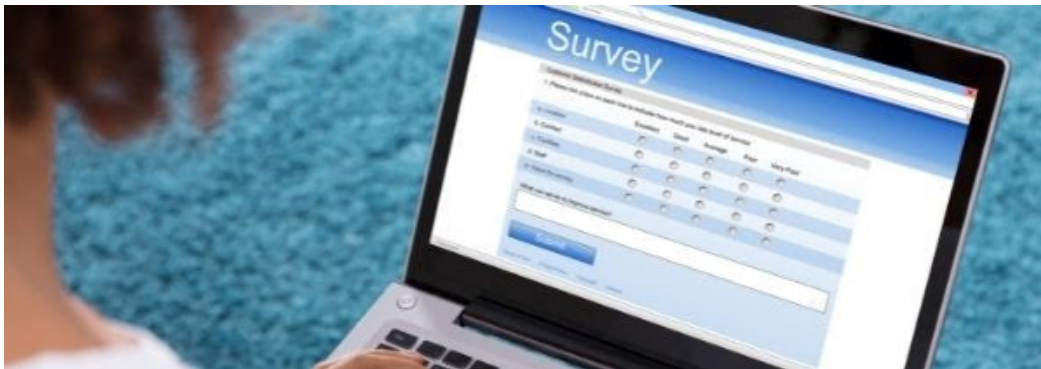
During this time, 211 received a total of **2,268** calls and texts with **3,343** needs requested. In addition, **10,693** users visited the 211LakeCounty.org website with **13,027** web sessions. As compared to the prior quarter, calls/texts decreased 7% and needs decreased 14%, while website visits increased 6%.

The top reasons people contacted 211 were:



"Housing & Shelter" remains the top requested need category which decreased 11% over last quarter. The number of requests for "Utilities" increased by 8% this quarter while "Food" needs decreased significantly by 40%.

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

Every six months, United Way of Lake County conducts a survey of 211 service providers to gather feedback on what they think about our services. Here are some things we learned from the 167 providers who responded to the most recent survey conducted in April:

**91% of agencies that have received referrals from 211 report referrals are always/usually appropriate.** This is a significant increase from 78% in prior survey.

**83% strongly agree/agree 211 is a trusted resource.** This is a slight decrease from 85% in prior survey.

**79% of agency staff knows always/usually when to appropriately refer clients to 211.** This is a slight increase from 77% in prior survey.

**78% of agencies have promoted 211 via newsletters, social media, literature or other approaches.** This is an increase from 72% in prior survey.



## Spread Awareness of 211

Help us continue to raise awareness of 211 and the wide range of services available so that everyone in Lake County gets connected to resources in their moments of need.

Our robust **211 toolkit** includes a variety of bilingual printed and downloadable materials to help you promote 211 to your organization, clients, and community members. Based on the findings of the Lake County Community 211 Awareness Survey, the most preferred methods of receiving information about 211 are email, social media and brochure/flyer. Here's a link to **newsletter copy** that could be sent in an email, and you'll find many social graphics and language flyers in the **211 toolkit**.

Our office is now open Monday – Thursday, 9:00 a.m. – 4:00 p.m. to fulfill **print material requests**. To arrange a pick-up time, please contact Sara Martinez at 847-775-1026 or [Sara.Martinez@uwlakeco.org](mailto:Sara.Martinez@uwlakeco.org).



## Attention Service Providers

If you are a 211 health and human services partner offering summer opportunities for community members, please be sure to submit information to 211 by emailing [211LakeCounty@icfs.org](mailto:211LakeCounty@icfs.org) with details.

## Supporter Spotlight

*"As a founding sponsor of United Way of Lake County's 211 program, the Village of Gurnee realized the need for a single point of access to connect those struggling with community resources. 211 has excelled at filling this role. Callers are greeted by compassionate, trained professionals who work diligently to link them to service providers. Having a central resource to call upon to assist with needs ranging from transportation to disaster information to elder care to financial support is outstanding. We greatly appreciate our continued partnership with 211 and the service it has provided not only to Gurnee residents, but the larger Lake County community."*

—Mayor Tom Hood, Village of Gurnee



## 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