



Hello,

Welcome to the eighteenth 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.

Celebrating "211 Day" in Lake County

United Way of Lake County was proud to join United Ways across the nation in celebrating National 211 Day to recognize and spread awareness of 211's critical services.

In recognition of United Way of Lake County's new 211 helpline, our celebration began with the Lake County Board issuing a special resolution officially proclaiming February 11 as "211 Day" in Lake County, Illinois!



Longtime Lake County Board member Steve Carlson, who championed bringing 211 to Lake County, read the proclamation at the February 11 Board meeting and, together with Chair Sandy Hart, presented it to United Way of Lake County's President & CEO, Kristi Long.

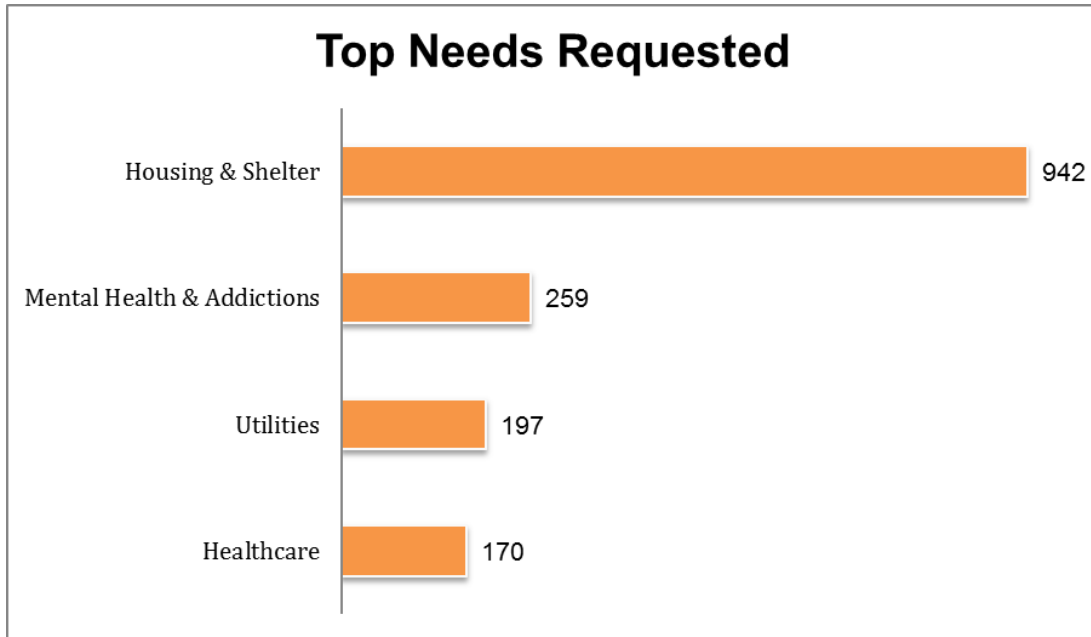
"We are grateful to Lake County Government for their partnership and generous support of our 211 program, as well as the many partners and individuals who have contributed to make 211 a reality for Lake County," said Kristi Long. "211 Day is a great opportunity to continue to raise awareness of this vital service for our community. It's already helping to improve and save lives."

First Quarter Results

United Way of Lake County's first quarterly 211 report is [now available for download](#). The report provides a snapshot of the demographic data and top needs individuals requested from 211 since our September 24, 2019 launch through December 31, 2019.

During this time, United Way of Lake County's 211 received 1,447 calls and texts with 2,470 different needs requested. Thirty percent of calls and texts came in outside of normal business hours. In addition, 12,195 unique visitors accessed the 211LakeCounty.org website.

The top reasons people contacted 211 were:



The report was 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 goal of this report is to share a quarterly snapshot of 211 data on top community needs and the populations we serve in Lake County. We hope these reports will help with proactive community planning and informed decision-making.



New 211 Advisory Council Launched

Now that Lake County's 211 services are live, we have transitioned from an implementation team and workgroups to a new 211 Advisory Council. The Council, created to support 211 and its growth, provides advice and recommendations to United Way of Lake County Board and staff.

On 211 Day, the 211 Advisory Council kicked off its inaugural meeting to review progress towards goals, share recent data, discuss plans for continued promotion and community engagement, and gather ideas to sustain 211 for years to come.

We are grateful to everyone involved for their thoughtful input and advice, including leaders from nonprofits, local government, utilities, health care and other sectors, as well as United Way of Lake County Board and staff. [Here's a list of 211 Advisory Council members.](#)



11 Days of 211 Social Media Campaign

The 211 Day celebrations also marked the launch of our #11DaysOf211 campaign on social media. The campaign ran from February 11 - 21 and helped raise public awareness and support by highlighting 211 throughout our community.

Thank you to everyone who participated and engaged with our posts on Facebook, Instagram, and LinkedIn to help spread the word!

211 Featured in “Doing Good Deeds for You”

Our very own Kristi Long, President & CEO, and Deanna Olmem, Manager of 211, were featured talking about 211 in the Lake County Recorder's latest episode of “Doing Good Deeds for You.” Check it out!



Need Help with the Census?

In March or April, you will receive information in the mail from the U.S. Census Bureau on how to respond to the 2020 Census by phone, online, or with a mail-in paper questionnaire. You can answer the questions anytime between March and July.

If you need help responding to the census or have questions, call 211 or text your zip code to 898211. You can also contact United Way of Lake County at (847) 775-1000.



Reminder about Summer Programs

It's not too early for service providers to start thinking about adding or updating your organization's summer programs in the 211 Lake County database. Simply email 211LakeCounty@icfs.org to make updates or visit the [Service Providers page](#) on 211LakeCounty.org to learn about adding your program.

Supporter Spotlight: Village of Libertyville

"The Village of Libertyville is proud to support United Way of Lake County's new 211 service that's available 24 hours a day, every day of the year, to all residents in our community and across the county. The free, confidential information and referral helpline helps make it easier for our residents to get connected to available, local health and human services...whether they're in crisis or just need a little support." – Mayor Terry Wepler, Village of Libertyville



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. Follow United Way of Lake County on social media to receive more timely 211 updates.
(Click the social icons below.)
3. [Help to sustain 211 in its second year!](#)
4. Invite us to present 211 to your company. [Click here to submit a request.](#)



Best regards,

Deanna Olmem

Manager, 211 and Safe & Stable Families

Welcome New Subscribers

A big welcome to our new subscribers this month!
Find links to previous newsletters so you don't miss out, [here](#).