



Hello,

Welcome to the 27th 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.

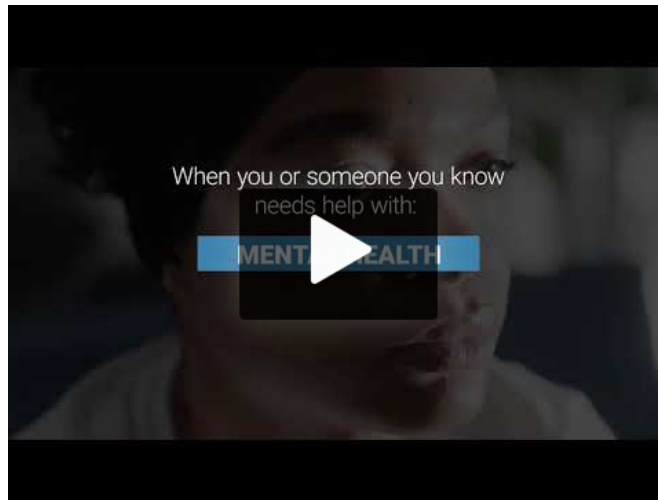
Celebrate 211 Day!

On Thursday, February 11, United Way of Lake County invites you to join us in celebrating our favorite national holiday, 211 Day!

In a crisis, in a disaster, in a pandemic, 211 is here to help every person in our community find food, pay housing and utility bills, connect to mental health counseling and other essential services. That includes making 56,423 connections to help in just our first year of operation.

When you call 211 or text your zip code to 898211, you reach a real person who can guide you to the best available resources. 211 resource navigators are trained to address the root causes of a caller's problem. They listen with compassion and respond with hope. It's free, confidential, multi-lingual and available 24/7.

Many people in crisis don't know where to turn for help. 211 is the answer.



Today we are kicking off our 211 Day campaign to encourage community members to learn more about this vital service and share information so that friends, family members and others who need help can find it. It's also a time to thank our amazing 211 team members who answer the call every day, and the many incredible partners, generous funders and dedicated staff who help make it possible to deliver this vital service to Lake County.

We will be sharing information about 211 on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#). The more people that interact with these posts, the more people new to 211 will see them. We invite you to join in on social media and react, comment and share these posts to help them get the widest reach. You can also create your own social media posts using the materials available in our [211 Toolkit](#) on 211LakeCounty.org.

Will you share information with your network so we can spread the word and offer life-changing support to even more people in need?

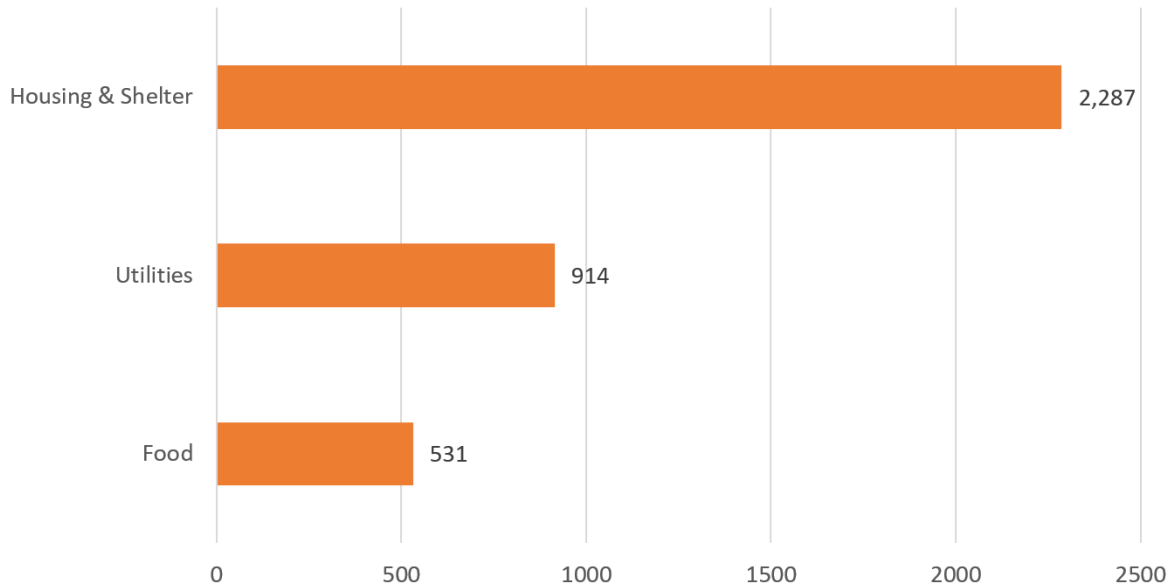
211 Fourth Quarter 2020 Results

United Way of Lake County's fourth quarter (Q4) 2020 report for 211 is [now available for download](#). The report provides a snapshot of the demographic data and top needs individuals requested from 211 between October 1, 2020 and December 31, 2020. 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 3,041 calls and texts with 5,436 needs requested. This was a 22% increase in calls and texts compared to the third quarter. In addition, 8,162 users visited the 211LakeCounty.org website with 10,017 web sessions.

The top reasons people contacted 211 were:

Top Needs Requested



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.

PACE Bus Advertising Campaign

United Way of Lake County is driven to continue to raise awareness of 211 throughout our community and connect people to the help they need. Check out our latest advertising campaign displayed on PACE buses travelling around Lake County...all day, every day. The campaign launched last week on January 18 and runs through March.



211 Partners with EverThrive Illinois

Whether preparing for baby, pregnancy, or postpartum care, there is a lot you may need as you grow your family. Luckily, there is a lot of support to help. Having access to vital health care, healthy foods, and postpartum support are vital to a healthier pregnancy and beyond.

United Way of Lake County's 211 has partnered with EverThrive Illinois to ensure that Lake County families are tapped into a network of resources to support them before, during and after pregnancy.

Find assistance with health care, housing, nutrition, postpartum support, and more when you connect with our 211 helpline. Reach immediate, comprehensive, and confidential assistance. Call 211 or text your zip code to 898211 today.

The Human-Services Emergency Logistics Program (HELP) Act

The Human-Services Emergency Logistics Program (HELP) Act proposes to connect people in communities with the human services they need while at the same time reducing the call and response burden on local and state law enforcement agencies. The HELP Act is designed to:

- Direct non-criminal emergency calls from 911 systems to state and regional 211 systems.
- Provide each state with funds to build out its 211 referral system to link callers to both emergency and long-term human services to address their needs. Special emphasis would be placed on responses for mental health emergencies, homelessness needs and other non-criminal emergencies.
- Create an oversight system for the 211 networks comprised of community members who represent older adults, people with disabilities, ethnic and racial community members and members of other communities. Each system would be evaluated every year and recommendations to improve services would be made public.

If passed, the federal bill would provide funding for state and regional 211s. We will share more information as it becomes available.

Supporter Spotlight



"As I have been working with patients at Condell Medical Center, 211 has really helped patients find food pantries near them, as well as financial assistance programs for rent and utility assistance. It has been particularly helpful during these difficult times."

-Andrea Pacheco, Advocate Condell Community Health Worker

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