



Hello,

Welcome to the 64th 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 Day Celebrated Across Lake County

February 11th marked the fifth annual “211 Day” here in Lake County! Together with our many wonderful partners, United Way of Lake County celebrated the more than 250,000 connections to help 211 has made since its launch nearly 4-1/2 years ago.

Thank you to Lake County Government, Village of Antioch, Village of Gurnee, Village of Mundelein, City of North Chicago, City of Waukegan and City of Zion, for each proclaiming February 11, 2024, as 211 Day. We are grateful to our government partners for their incredible support, along with our generous funders, service providers, 211 Advisory Council members and dedicated staff who make it possible to deliver a best in class 211 service to Lake County.

211 Day is also a time to thank our amazing 211 team members who answer the call every day, compassionately guiding those in need to local available resources, including help with rent, food, utility bills, employment and job training, health care and mental health resources, legal services, and much more.

Throughout the month of February, we have been posting on social media the many ways 211 is a resource for help and hope. We encourage community members to join us and spread the word about this vital service. Please share 211 widely with your neighbors, family and friends to connect others to help and support. Check out our social media channels and visit the [211 toolkit](#) for a wide range of promotional materials.



211 Supports a Thriving Workforce and Robust Economy

Hear from a strong 211 advocate, Demar Harris, Assistant Director of Lake County Workforce Development and the Job Center of Lake County, about how 211 supports a thriving workforce and robust economy by addressing the essential needs of community members.



Advocate for the HELP Act of 2023

The Human Services Emergency Logistics Program (HELP) Act will connect people in communities with the human services and mental health resources they need while reducing the call and response burden on local and state law enforcement agencies. This legislation is crucial to shoring up funding for 211 nationwide to help people receive the social service supports and mental health resources they need. Email your legislator today to request they sign on as a Co-Sponsor of the HELP Act of 2023.

TAKE ACTION NOW



Spreading the Word about 211

We continue to look for different ways to raise awareness of 211 in Lake County. Beginning this month, we're taking 211 advertising to the streets with "Super King" size ads on Pace buses travelling around Lake County! In addition, you'll see 211 ads on the interiors of 36 buses in both English and Spanish.

Tune in to WRLR 98.3 FM, the Voice of Lake County, to hear new 211 radio commercials that will be running all year long, thanks to a generous sponsorship from UCC Environmental.

Coming soon, you'll also hear new 211 radio commercials on STAR 102.3 XLC in English and TUDN WKRS-1220 AM in Spanish. These spots will run through August.

211 Advisory Council Meeting

The 211 Advisory Council met on February 14 for its quarterly meeting to review 211 program results from the previous quarter, including key metrics by goal and trend information on 211 contacts and needs presented.

Bruce Johnson, CEO of Nicasa Behavioral Health Services, and Tim Sashko, President of the Lake County Board of Health, spotlighted a new public safety and military behavioral health initiative underway. Bethany Williams, Strategy and Intelligence Director with Lake

County Partners, provided an in-depth report on the intersection of Lake County's labor force, employment and housing.

Kristi Long, Chair of 211 Illinois, shared a state 211 update. The council also discussed the next steps on 211 marketing, community engagement and resource development.

Welcome to our newest member of the 211 Advisory Council, Germain Castellanos, CEO of Boys & Girls Club of Lake County. The council will reconvene on May 8.

Supporter Spotlight

A BIG thank you to Healthcare Foundation of Northern Lake County (HFNLC) for supporting our year-end giving campaign. Their generous matching gift of \$10K directly supports our 211 helpline and helped us raise more than double our fundraising goal for United Way of Lake County's education programs and 211. We are grateful to HFNLC and all our supporters for making it possible for us to make an even bigger impact on our local community to improve and save lives.



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 timelier 211 updates.

Best regards,

United Way of Lake County's 211 team

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A big welcome to our new subscribers this month!
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