



Hello,

Welcome to the 76th 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 Results**

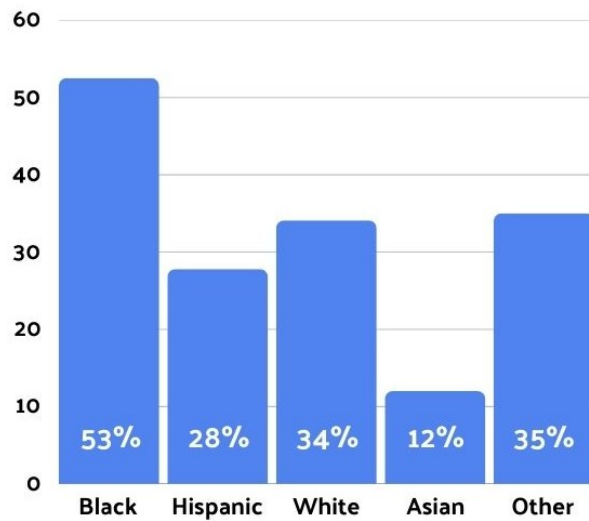
One of our goals has been to increase awareness of 211 within the Lake County community. To support this goal, United Way of Lake County recently partnered with the Center for Governmental Studies at Northern Illinois University to conduct our second community survey measuring awareness, usage, and opinions of 211.

### **Key Survey Findings:**

- 34% of Lake County respondents indicated they have heard of 211, compared to 40% nationally.
- We are thrilled with this progress — up from 21.5% awareness in 2022! Especially considering 211 launched in Lake County in 2019, while many other regions have had 211 services for more than 25 years.

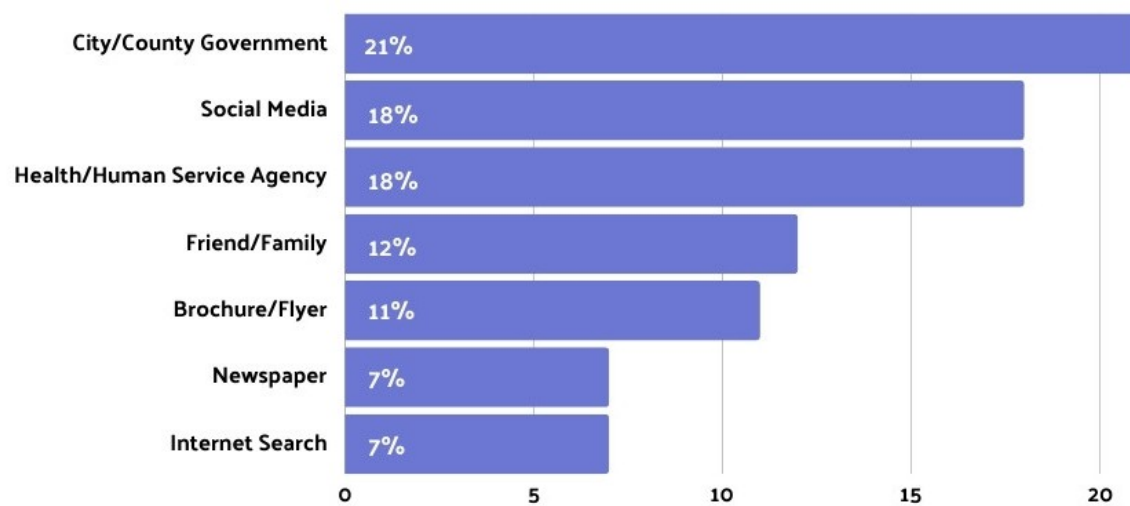
## Awareness by Demographic Group:

Awareness levels varied across different racial and ethnic groups in Lake County.



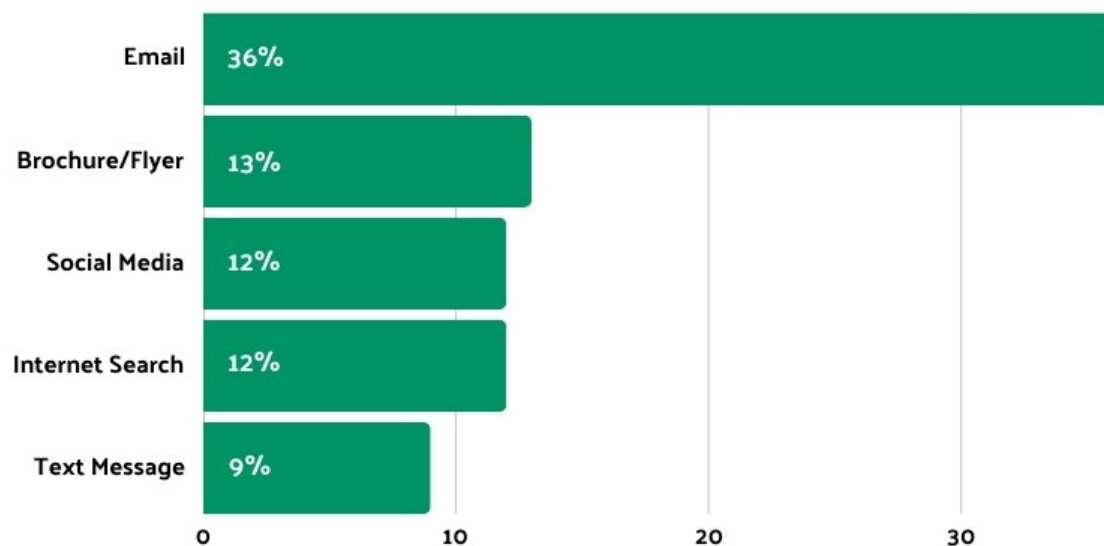
## How People Learn About 211:

Of those who are aware of 211, the most common ways they found out about it are:



### Preferred Ways to Receive Information:

When asked how they would prefer to receive information about 211, respondents most frequently cited:



### Perceptions of 211:

- 62% of respondents said they would likely use 211 if they or someone in their household needed help — including 32% who said they would be very likely to use it.
- 78% believe that 211 is valuable to their community.

These findings set an important benchmark for our future efforts. The results will help guide our marketing, community engagement, and planning as we work to expand the reach and impact of 211 in Lake County.

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## 211 Results for Third Quarter FY2025

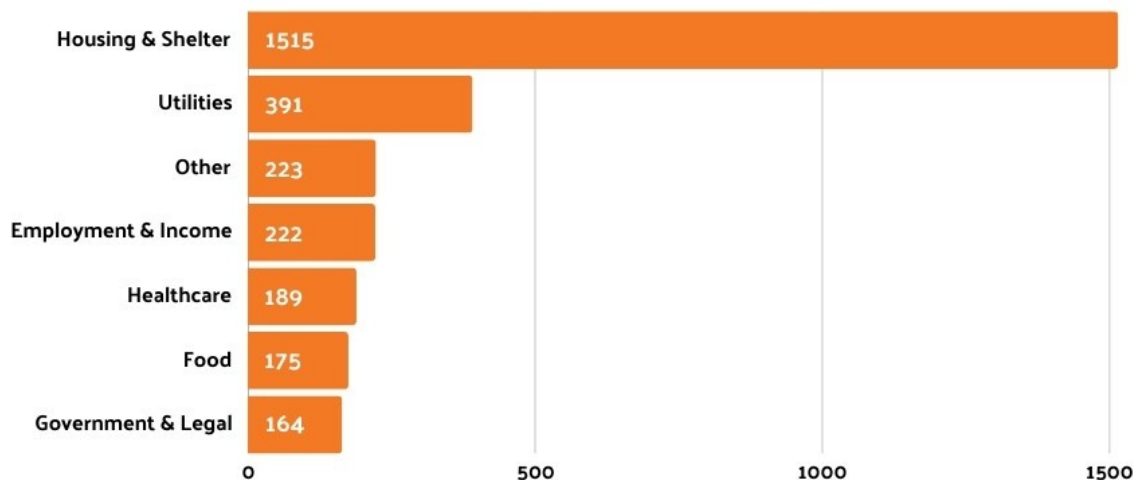
We're pleased to share highlights of our third quarter report. This report offers a snapshot of the demographic data and top community needs captured through 211 Lake County from January 1 to March 31, 2025. Our goal is to provide a quarterly overview of the critical needs identified and the populations we serve here in Lake County.

### Key Highlights:

- 2,265 calls and texts received
- 3,333 needs requested
- 3,744 referrals made
- 18,030 web sessions

Compared to the previous quarter, calls and texts remained steady, needs requested increased by 4.5%, and referrals made rose by 16%. Website users and sessions saw a 15% decrease during this period.

### Top Reasons People Contacted 211:



## Comparison to Previous Quarter:

- **Increases** in unique need requests:
  - Housing & Shelter (+11%)
  - Utilities (+12%)
  - Employment & Income (+15%)

The 211 reports are generated from nonidentifying data from the calls, texts, website, and referrals.

[Download Q3 Report](#)

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## Help Us Keep 211 Information Current

Accurate listings help community members find the services they need—and ensure your programs reach those who need them most. We rely on our partner agencies to keep their 211 profiles up to date.

If you've recently:

- Added a new program
- Changed office hours or locations
- Updated eligibility or contact info
- Discontinued a service

Please review and **submit updates to** [211LakeCounty@icfs.org](mailto:211LakeCounty@icfs.org).

Thank you for helping us keep Lake County connected to vital resources!

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## Need Training or Materials?

We can provide 211 training and promotional materials for your organization! To schedule a training session, contact us at [211LakeCounty@uwlakeco.org](mailto:211LakeCounty@uwlakeco.org).

You can easily **order free printed materials**—like bilingual rack cards, wallet cards, posters, and table tents—through our online 211 toolkit. The toolkit also offers **downloadable resources** including videos, flyers, social media graphics in multiple languages, logos, and more.

Visit our **211 toolkit** to explore available materials and place your order. Help us spread the word so that everyone in need can get connected to vital resources!

[Get 211 Materials](#)

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## Promote Your Event on the 211 Website

Nonprofits serving Lake County are invited to submit upcoming community events for promotion on the 211 website. Please email event details to [211LakeCounty@uwlakeco.org](mailto:211LakeCounty@uwlakeco.org).

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## Our Community of 211 Donors

Thank you to our grantors and many individuals for their generous financial support to help us sustain 211 for Lake County. [View our list of funding partners](#).

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## How to Support 211

1. **Spread the Word:** Share this email and invite your network to [sign up for 211 updates](#).
2. **Donate:** Make an [online gift](#) to help connect more people to essential services.
3. **Stay Connected:** Follow us on social media and help amplify our message.



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Best regards,

United Way of Lake County's 211 team

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### Welcome New Subscribers

A big welcome to our new subscribers this month!

Find links to previous newsletters so you don't miss out, [here](#).

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