



Hello,

Welcome to the 77th 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.

## **Advisory Council Meeting Highlights**

211 Lake County recently convened its Advisory Council to share updates, highlight community impact, and outline next steps to continue growing awareness and use of 211 services.

### **Welcome to the New Council Chair**

The meeting began with the introduction of the new Advisory Council Chair, Yeshwant Sanzgiri, who succeeds Irene Hrusovsky. We thank Irene for her leadership and warmly welcome Yeshwant into this role.

### **Agency Spotlight: Connections for the Homeless**

The featured agency spotlight highlighted **Connections for the Homeless**. Liz Nelson, Associate Director for Advocacy in Lake County, shared their efforts to advance **homelessness advocacy and affordable housing**. She also discussed the coalition work being done to improve housing access by reducing systemic barriers and creating a more coordinated regional approach.

## Increasing Awareness Through Community Engagement and Marketing

Members reviewed the results of the **211 Awareness Survey**, which showed an increase in awareness from **21.5% to 33.9%**. This growth is credited to targeted marketing efforts including billboards, PACE bus ads, bilingual print and radio campaigns, and multilingual outreach materials.

211 also reached **14,884 community contacts year-to-date** through local engagement efforts and trained **1,222 individuals** on how to utilize 211. These initiatives help strengthen our network of partners and ensure more people get connected to vital services.

## Next Steps Based on 2025 Awareness Survey Insights

Survey recommendations to further increase awareness include:

- **Leveraging community engagement and marketing to reach groups with lower awareness**
- **Promoting 211's multilingual navigator capacity**
- **Highlighting United Way of Lake County's leadership and trust**

In response, 211 is building an **FY26 action plan** that includes:

- Continue implementing the marketing plan and broaden multilingual and audience-specific outreach materials
- Enhance targeted promotion to reach specific groups, like victims of crime.
- Hosting listening sessions with people who have lived experience in areas like homelessness and recovery
- Deepening partnerships with agencies serving Spanish-speaking and immigrant communities
- Increasing referrals by identifying new service providers

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## 211 Outreach and Training Highlights: April-May 2025

Over the past two months, 211 has actively participated in events and training sessions across Lake County, expanding awareness of our services and strengthening partnerships with local agencies.

## Partnering with the Lake County Health Department

211 joined several events hosted by the **Lake County Health Department**, engaging both the general public and healthcare professionals. These events helped raise awareness of 211 while also providing valuable opportunities to hear directly from health and social service providers.

By listening and learning, the 211 team gained deeper insight into the barriers faced by individuals experiencing **housing instability, food insecurity, and mental health challenges**—and how we can work together to better support them.

Events attended/will attend:

- Health and Wellness Resource Fair – 5/7/25
- National Hepatitis Testing Day – 5/19/25
- HIV Long-Term Survivor Awareness – 6/4/25

## Training with Countryside Fire Department

211 also conducted a series of **training sessions with the Countryside Fire Department**. The sessions focused on how 211 supports first responders in addressing the needs of our community members, proactively and effectively, by connecting them to available resources and services in Lake County.

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## UWLC Delivers ALICE GAP Training to Township Case Managers

At the invitation of Ariana Ortiz, Chief Program Officer at Zion Township, Gale Graves, Vice President of Community Impact at United Way of Lake County, delivered the **ALICE (Asset Limited, Income Constrained, Employed) GAP Training** to 14 case managers from Lake County townships.

The training explored the growing financial pressures facing working families in Lake County—many of whom earn above the poverty line but still struggle to afford basic necessities. Gale shared data on the income required to meet basic needs, the primary stressors for ALICE households, and the increasing demand for support services.

Case managers confirmed that they're seeing more working families seeking assistance and emphasized the vital role 211 plays in connecting residents to resources. The session highlighted both the importance of the townships' safety nets and the critical impact of case managers in supporting Lake County's most vulnerable.

The information was well received and served as a helpful tool as we work together to better meet the needs of our communities.

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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.](#)

## 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

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