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United Way of Greater Toledo
Serving Lucas, Wood,
& Ottawa counties

United Way Celebrates 2-1-1 Day

[Feb. 09, 2022, TOLEDO, OHIO] – United Way 2-1-1 announces that, in 2021, it has received over 100,000 contacts from the community – stated ahead of the organization’s annual “2-1-1 Day” celebration, happening on 2/11/2022, which raises awareness on this free, 24/7, information and referral service.

“Since the beginning of the pandemic, our 2-1-1 Community Resource Advisors have done an amazing job of handling the exponential growth in call volume,” said Wendy Pestrue, president & CEO of United Way of Greater Toledo.

“From helping with vaccine registration to assisting folks through the housing crisis, it’s because of 2-1-1 and the data they are capturing that we are able to make informed decisions on how we, as an organization, can work with our partners and address the challenges facing our community,”

Much like last year, the organization is celebrating virtually again. In addition to hosting a [Facebook Watch Party](#), they are encouraging the community to take part in the virtual [2-1-1 Database Scavenger Hunt](#), which will help folks gain a basic understanding of how to navigate through the 2-1-1 online database and find resources for various health and human service needs. Additionally, United Way of Greater Toledo’s various social media accounts are sharing videos, written content and visual graphics throughout the day on how 2-1-1 connects individuals in need of help.

“I am proud to lead our 2-1-1 team as we have been experiencing unprecedented call volume over the last two years. I’m thankful that more people are familiar with our service across Lucas, Ottawa and Wood County. We want people to know we are here to help,” said Sandra DeSteno, director of 2-1-1.

“Compared to 2020, the volume of contacts increased by 53%. This includes phone calls, online chats, text messages and emails, on top of nearly 20,000 webpage visits we had to 211nwo.org,” she said.

The past year brought many challenges for the community and 2-1-1 program, but together United Way 2-1-1 was able to accomplish so much through an incredible network of local providers, and listening and caring for those who called. While the community is still recovering from the pandemic, the core of 2-1-1’s work and mission has remained the same: to provide an unparalleled, human-centered, empathy-based experience for anyone with health or human service needs.

“Our 2-1-1 Community Resource Advisors are the backbone of our service. Their ability to show up and provide help and critical resources to people in distress — financial, emotional, or otherwise — is a testament to their compassion and dedication. We are so proud and thankful for their tireless efforts,” said Pestrue.

United Way 2-1-1 is a free, 24/7, 365-day health and human services referral resource for anyone in Lucas, Ottawa and Wood County. To speak with a 2-1-1 Community Resource Advisor, simply dial two, one, one; text your zip code to 898-211; or send an instant message at www.211nwo.org.

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