



211 is available 24 hours a day, seven days a week,  
365 days a year. HELP 24/7. 365 DAYS.



United Way  
of Broome County

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**MEDIA RELEASE: February 11<sup>th</sup> is National "211 Day!"**

(Vestal, NY) – February 11 (2/11) is United Way's official "2-1-1 Day" in recognition of the free, confidential, easy-to-remember phone number that connects residents to essential community programs and services.

In 1983, a phone center was established to answer calls from those in Broome County and the surrounding areas needing anything from housing to healthcare, from food to disaster services. The concept was simple: provide an easy-to-remember phone number that can be utilized day or night to connect those in need with various community resources throughout the region.

The 211 phone number was established by United Way at that time and has been available ever since. Twenty-four hours a day, seven days a week, caring Information & Referral Specialists answer calls from individuals across the community. The 211 Susquehanna River Region, a program of United Way of Broome County, is a free and confidential service that helps people find the local resources they need and provides information and referrals to agencies and programs in Broome, Chenango, Delaware, Otsego, and Tioga Counties. Assisting with a wide range of concerns, including basic necessities like food and shelter, financial assistance, tax preparation, child care providers, employment services, and mental health assistance, the 211 Susquehanna River Region handles thousands of inquiries for residents annually.

In late 2021, 211 Susquehanna River Region launched an all-new, mobile-responsive website. Built to be equally useful on a desktop, laptop, tablet, or phone, the new site makes searching for resources more accessible, offering key search buttons that align with the most commonly needed community resources. Food, housing, mental health, transportation, and substance abuse are a few of the first options easily accessible.

"Information is everywhere. We are bombarded with it. But accurate, verified information is not so readily available. The new 211 website is our platform for sharing and offering information and personalized support to our clients. It has made it easier for us to provide expert information and referral, especially during the COVID-19 pandemic," said Candace Gregory, Director of 211 Susquehanna River Region. "What excites me is how easy the new 211 website is to navigate. We analyzed what people were asking for over the past year and optimized this web tool for those same services."

211 also provides a texting service. By texting your Zip Code to 898211, individuals will be immediately connected to an Information & Referral Specialists that can assist with various needs, including housing, utilities, food, elder services, and other critical needs. **Texting is available Monday – Friday from 9 am to 4 pm. The service is available in English.** 898211 is not a substitute for 9-1-1 (emergency services), 4-1-1 (telephone directory assistance), or other specialized hotlines or automated recordings. For more information, call 211 or visit [www.helpme211.org](http://www.helpme211.org).

"211 has always been a one-stop resource for obtaining information and referring people to state and local health and human service programs," shared 211 Susquehanna River Region Director, Candace Gregory. "It is a critical resource for thousands of families every year, and we want to make sure it is available in as many ways as possible. 211 Day is an important day to share our story and resources and remind the community we are here to serve. In a crisis, in a disaster, in a pandemic, 211 is here to help." **Dial 2-1-1 or 1-800-901-2180 - Visit the Website: [www.HelpMe211.org](http://www.HelpMe211.org)**

*211 is currently arranging appointments for eligible Broome County residents seeking free tax preparation assistance; people are encouraged to call today to make an appointment and find out if they qualify for the VITA (Volunteer Income Tax Assistance) program.*

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